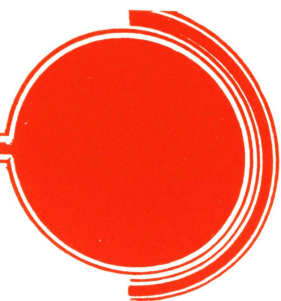


**NEWS
FOR THE
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JULY 1985**

CANADIAN
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"Opérateurs D'Amusements De Montreal Et Bonlieu"

A Powerful New Industry Association Formed In Quebec

Distributors and Operators of Music, Games and Amusement machines in the Province of Quebec have recently formed a new association. On Wednesday, June 26th was formed **"Opérateurs d'Amusements de Montreal et Bonlieu"** (Amusement Operators of Montreal and Suburbs).

Faced with severe and growing restrictive bylaws passed in Montreal, Operators and distributors of that city got together to form a body to protest and further their, and the Province's industry's rights and interests.

In Quebec, there exists the situation whereby the Provincial Government okays the operation of coin machines by accepting a substantial license fee for each, but at the same time, cities such as Montreal say "No" to their use in certain circumstances.

For example, large Montreal operator **Jack Lerner** fought a bylaw involving zoning and age restrictions to the

Supreme Court and won his case . . . But still the restrictions are passed and hurt the industry, so a strong opposition with clout and money became absolutely essential!

Although only a month old the "Opérateurs d'Amusements de Montreal et Bonlieu" has already attracted over thirty members and is going Province wide. The danger is that what Montreal or any community can get away with is very apt to be picked up and applied by other communities . . . Therefore, a strong Provincial Association is virtually a necessity to prevent such from happening.

Executive of the new Association is comprised of:

- **Gaetan Laniel of Laniel Canada**
- **Jack Dunn of the Alouette Amusement Corporation**
- **Pierre LaPointe of Atlas Automatique Inc.**
- **Jerry O'Reilly of Alouette Amusement Canada Inc.**
- **Secretary is Francine Belisle.**

Canadian COIN BOX Magazine

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... IN OUR 38TH YEAR ...**

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The M.A.A.C. Changes Its Name To The A.A.O. The Amusement Association Of Ontario

IN... is the A.A.O. OUT... is the M.A.A.C. This latter, the **Metropolitan Amusement Association of Canada**, based in Toronto is no more, having been superceded on the evening of Tuesday, 11th of June, 1985, by the **Amusement Association of Ontario**.

This new development took place during the M.A.A.C.'s midyear meeting at the Constellation Hotel at Malton because it was felt that the Association's new title would better represent today's status and purpose of that body which as first, the Metropolitan Amusement Association (M.A.C.) then the (M.A.A.C.) has been in existence since 1976, when a group of Toronto industry people got together in a hurry to form an association to better fight restrictive city by-laws and laws which had just been introduced. That indeed has been the main objective of that body through its name changes right down to the present time.

The new name resulted from suggestions put forward by members at the meeting. That decided upon... was agreed by a near unanimous vote by members present; there was but one dissenter. Over the years there has been considerable dissatisfaction with the word "Metropolitan" expressed by many people within the industry because of its association with the City of Toronto which is not a "love object" with many Ontarians living outside of it. Thus it is felt that the new name will better sum up the Association's purpose... which is to serve the industry within the province as well as to work together with other Provincial Associations in matters of national importance.

Mailing address for the A.A.O. is that of **President, Garry McIntosh**, at 330 Gage Avenue, Unit 12, Kitchener, Ontario, N2M 5C6, and the telephone number is 519-744-6601.

A good piece of news for Kitchener-Waterloo operators came from **Garry McIntosh** (Atlas Coin) though he as President was not at the meeting to present it personally. Vacationing Mr. McIntosh's place was taken at the meeting by ex-President **Vince Leavey** (Western Coin, London), and he chaired the meeting. After a year of arguing and lobbying with the Kitchener-Waterloo City Council on behalf of the operators, tangible results have been achieved. A local association member is now to sit on the committee which will review by-laws pertaining to operation of Amusement Arcades in respect of hours of business and other regula-

tions. This committee is composed of the City Solicitor, representatives from the Police Department, School Board, and now, the industry. What transpires in Kitchener will be noted and passed on to other members for use in dealing with problems arising within their own municipalities from time to time.

Association Bar-B-Que Social Planned

Peter Jones of the Ways and Means Committee noted that the Association has plans for an Industry Barbecue to be held next September, probably on the afternoon of Saturday, the 21st. The location is likely to be in the area between Toronto and Kitchener. The idea is to get large numbers of people within the industry together in a non-business and relaxed situation. Tickets will be reasonably priced and children will be free, and Peter would like to hear from members willing to help with the advanced planning. Response so far has been good and there is hope that this may become an annual matter... So get behind this event to make it a great success! Full details will be sent out later this summer when things have advanced toward finalization and full information is to hand.

Harry Gordon brought Association members up to date in respect of the situation in Toronto where the City's politicians have put forth By-laws highly restrictive to the coin-operated amusements industry. This matter has been going on for some years and they involve tying in coin machines to certain types of business such as restaurants, then subjecting them to laws and by-laws under which such businesses operate. Involved are hours, ages, zoning, etc.

If these regulations come to pass, the entire provincial industry, indeed that of Canada, could be adversely affected! Toronto's operators have been fighting strongly against this with help from the old M.A.A.C. at early stages. Because of the implications for operators and through them, distributors and manufacturers, the Association has a vital interest in what happens. On Tuesday, 11th June, the matter was heard by the Ontario Municipal Board and the "Jury" is now out. What the Board rules is awaited and this may possibly not be released before autumn.

As is usual in "free enterprise" legal matters, justice costs dearly. Legal expenses so far are reported to be \$5,300.00... contributions to help would be welcomed!

Bally Wins 45 Million Dollars in Lottery Contracts

Bally Manufacturing Corp. of Chicago, as expected, was awarded \$45 million in contracts to supply the California and Iowa state lotteries.

Last month, California lottery officials ruled that Bally's Scientific Games subsidiary was the sole qualified bidder for a \$40 million, one-year contract (with two six-month options for renewal to supply instant ruboff tickets, com-

puter software and consulting services for a lottery that is to begin later this year. Bally said the contract was signed.

Also Iowa state lottery officials awarded **Scientific Games** a \$5 million, one-year contract, with a one-year option for renewal, Bally said. With the two new contracts, Scientific Games, based in Norcross, Ga., supplies 16 of the 23 lotteries currently authorized.

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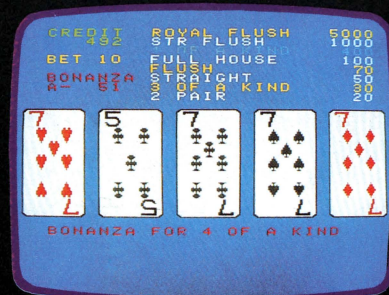
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Video Invasion Arcade Adds Another Unique Promotion To Keep Crowds Flowing Into The Arcades . . . "Record on Wheels" Record Bar



Wayne Fromm of Video Invasions Arcades, Toronto, believes in continual promotions to keep his games playing at top level and recently has added to one of his top arcade locations in Toronto on Bathurst Street a "RECORD ON WHEELS" Franchise.

Mr. Fromm said: "Games are still the very main thrust and key of the business for our arcade, and we still have the same large number of games but have clustered the games more to the centre and front of arcade . . . instead of along the walls as before, and have sectioned off one corner for a "Record on Wheels" record bar."

"Downtown Toronto record stores have cheaper prices . . . but as we are located "uptown" Toronto, we can now compete with "Downtown's" lower record prices as our overhead is already paid for.

We have incorporated a "Record on Wheels" franchise into our main Video Invasion Arcade (one of 3) on Bathurst St. and share advertising of records with the Record Company and other distributors in the local main Toronto area papers . . . which is also giving prominent exposure to our "Video Invasion Arcades", and creating more game play."

"This is the first for a record company to go into an arcade, and there will be approximately \$50,000. inventory of records kept."

Jukebox Operators Will Also Have A "One Stop Record Supply"

"Because of no overhead in the record department we are offering at very big discounts top 45 RPM's to the Jukebox Operators . . . and as well with the new compact discs, which hold up to 500 tunes on one side, we can offer a tremendous selection to the operators.

Theatre Tie-In With Hit Film Fills Arcade

Kicking off summer '85 was a promotional tie-in with Paramount Pictures, with the film D.A.R.Y.L. The story is about a young "boy" who possesses the anatomy of a human yet the mind of a large scale computer. There was a tie-in scene in which he plays a home version of **Pole Position**, mastering the program instantly. Competitions were held simultaneously on **Pole Position** at the 3 Toronto **Video Invasion** locations. All entrants competed on the test track of **Pole Position 2**. The theatre was full and the winners are all proud to be affiliated with Video Invasion.

Hold "KIXX" Soccer Tournaments With 12 Soccer Teams

Additionally, to "kick" things off this summer, Wayne Fromm invited several Toronto youth soccer teams to play for free on the new "KIXX" game at their Bathurst Street store. Working with the coaches they invited 12 teams with 8-10 players a team, and paid their bus fare, allowed each team 35 minutes of free play, and prepared a short questionnaire for each player to fill out. All involved had a great time and the promotion served to introduce the new game to a ready and waiting market of players!

Birthday Parties Heavily Booked Throughout Year

Video Invasion believes in promoting continuously . . . and a full page advertisement placed in a local paper paid for itself in one week in extra bookings. The advertisement which appeared had a picture of the interior of the arcade, with the following wording:

Video "Birthday Parties"

Promotions Draw Both Crowds And Goodwill

"Have your child's next birthday party at VIDEO INVASION

Treat your child to the newest and most exciting birthday setting.

We provide game tokens, birthday invitations, Pizza, Hot Dogs, Ice Cream, birthday Cake, Soft Drinks and a Special Club card, good for 2 tokens each week until next Birthday."

At Video Invasion they also have a Video Birthday party program that's a terrific deal if your young one is a video game fan. For \$6 per child they'll supply \$4 in game tokens each, plus invitations, cake, ice cream, and for the birthday boy/girl, a membership card giving them two free games a week until their next birthday.

And for mom and dad, the membership card comes with a coupon for one free movie rental at the Video Invasion video-cassette store.

A "Thank You" personally computerized letter is sent as a follow-up to all parties.

Mr. Fromm advised: — "Pizzas are new item we offer with the child's name written on the Pizza... and we are dealing with "Pizzagram", and all the Pizzas sold by them include Flyers for "Video Invasion Arcades".

Ice Cream Parlour And Video Movie Tapes Keep Crowds Coming

Video Invasion Arcade also have a full ice cream parlour serving Haagen-Dazs ice-cream and a collection of video movie tapes that are for rent at the main location, 3500 Bathurst St.

New Mobile Telephone Cuts Down Cost Of Machine Repairs

Mr. Fromm said: "At Video Invasion we were hot to pursue the new cellular mobile telephone to further maximize its service efforts and efficiency. July 1 marked the introduction of **Bell Cellular**, which technologically takes the mobile telephone one major step forward. The first test piece is manufactured by Motorola and is priced at \$5195.00... Although, high in price, the phone offers land-line quality reception, yet is a truly portable phone that can travel in a briefcase or tool box. A quantum leap over a paging system, the phone allows me to be in touch with the business at all times, while on the road or on location."

"My intentions are to hire less skilled staff for repairs and service, thus reducing wages and paradoxically, downtime. The service rep will be equipped with the telephone, and when he is on location and in front of the machine he will call head office. At that time he will be guided step by step through troubleshooting, he in front of the machine and myself in front of the schematics!"

"In this business you can't stand still," said Wayne, "and we really enjoy the challenges — more so when they pay off successfully!"



Survey 1985: KIXX Soccer

- 1) Years of playing real soccer _____.
 - 2) I rate myself (average) ____ (above average) ____ in terms of real soccer. (Please check one only)
 - 3) I have played arcade games before _____ (Yes or No)
 - 4) I have a home computer or a home game system _____.
 - 5) Did you win or lose on the KIXX game. _____ (Won or Lost)
 - 6) I have played the CHEXX hockey game before? _____
 - 7) Did your soccer skills affect your skills on KIXX? _____
 - 8) I enjoyed _____ didn't enjoy _____ the game. (Check one only)
 - 9) I found the game easy to play _____ (Yes or No)
 - 10) I found the game easy to control _____.
 - 11) If there was a home version would you be interested? _____
 - 12) Play time was fair? _____
 - 13) I would play this game again? _____
 - 14) I would recommend the game to friends? _____
- Additional comments or recommendations: _____

Nintendo's 'VS.' System Scores With More New Releases and "Unisystem" Game Paks

Nintendo is proud to stake claim to one of the top interchangeable video game system in the industry — The VS. System. The rise to the top can be attributed to Nintendo's "commitment to producing high-quality games and responsiveness in listening to operators and distributors needs" says **Frank Ballouz**, Vice President of Marketing.

Stressing quality, Ballouz adds "any of the games released for the System could stand on it's own merits as dedicated games."

With a library of 9 successful games already released and at least 6 more in the works, Nintendo has certainly lived up to their own high-standards.

The most current VS. Pak releases, VS. Hogan's Alley and VS. Duck Hunt,

are already moving to the top of the earnings polls. Both are shooting games which require a "Light Gun" attachment. They feature Nintendo's colorful cartoon style graphics and sound affects and plenty of on-target action.

The success story began with the introduction of **VS. Tennis** at the **ASI show** in February 1984. Available in both upright and sitdown versions, the game offered two screens, 4 coinslots and interactive play between the two monitors — this two screen configuration is now termed the "**VS. Dual-System.**"

VS. stands for **Versus**, and refers to the many competition options players are given in the games. In **VS. Tennis** for example, one player can take on a friend or a computer opponent in a singles match. Or, two players can

play doubles against two friends or a computer team. **VS. Baseball** followed **VS. Tennis** in Spring of '84, and is also an interactive game which can be played on both screen simultaneously.

Two Separate Games In One Cabinet

Players aren't the only ones who have options — the introduction of **VS. Golf** and **VS. Pinball** at **AMOA '84** added a new twist — two completely separate games in one cabinet. And with the expansion of the **VS. Pak library** to include **VS. Ladies Golf**, **VS. Excitebike**, **VS. Ice Climber**, and the new **VS. Hogan's Alley** and **VS. Duck Hunt**, the games can be mixed and matched to suit any location.

Also at the **AMOA show**, in direct response to operator demand, **Nintendo** debuted the **VS. UniSystem**; a



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single monitor version of the original. This allows operators to install the system in smaller spaces, and for a lower initial investment.

V.S. UniKit Can Convert Old Games

Simultaneously, a kit was offered to convert other Nintendo cabinets into a **VS. System** — the **VS. UniKit**. Operators can now take a Donkey Kong, Donkey Kong Jr., Donkey Kong 3, Popeye or Mario Bros. (narrow body only) and in approximately 30 minutes can turn it into a fresh earning VS. UniSystem. Then it's as easy as changing the header and a few software chips, at a very reasonable price, to get a whole new game.

Product is only one aspect of what makes **Nintendo** an industry leader. "The people behind the **VS. System** are what sets the company apart from the rest" claims **Bill Cravens**, Director of Sales. Indeed, **Nintendo** has a staff with a wealth of industry experience. **Frank Ballouz**, Vice President of Marketing's background includes Atari and Mylstar. While **Craven's** came to Nintendo from Universal.

During the last year, a five-man regional sales team has been added to further increase operator and distributor support:

- Brian Duke, British Columbia, Alberta, Saskatchewan, Western U.S.;
- Jeff Walker, Manitoba, Ontario, Midwestern U.S.;
- Joe Gilbert, Nova Scotia, New



Seated (left to right) are: VP of Marketing Ron Judy and President Minoru Arakawa. Standing (also left to right) are: Commercial Products Division VP of Marketing Frank Ballouz, Market Research Director Jerry Momoda, Sales Administrator Linda Weber, Sr. VP Howard Lincoln, and Director of Sales Bill Cravens.

Brunswick, Quebec, Northeastern U.S.;

- Pete Walton, Southeastern U.S.;
- Art Gallagher, Central U.S.

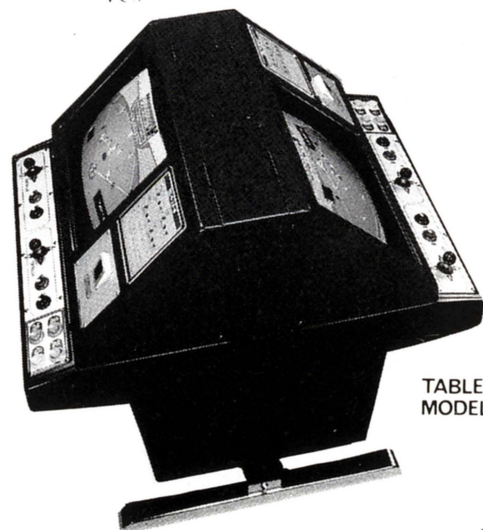
There's also an in-house team ready to assist customers with everything from Service and Parts to Promotions.

6 New V.S. Paks by Year's End

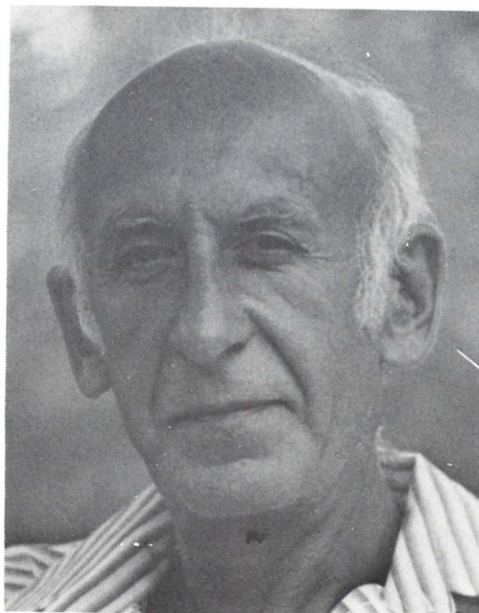
Nintendo does not take it's leadership position lightly. Plans are already in the works for 6 new VS. Paks by year's end, including titles like **VS. Soccer** and **VS. Football** that are sure to continue Nintendo's VS. success story.

GAMES	DUALSYSTEM	UNISYSTEM	COMMENTS
VS. Tennis	Yes	No	Dual-Screen, Interactive
VS. Baseball	Yes	No	Dual-Screen, Interactive
VS. Golf	Yes	Yes	
VS. Ladies Golf	Yes	Yes	
VS. Pinball	Yes	Yes	
VS. Excitebike	Yes	Yes	
VS. Ice Climber	Yes	Yes	
VS. Hogan's Alley	Yes	Yes	Requires Gun Attachment
VS. Duck Hunt	Yes	Yes	Requires Gun Attachment
Future Releases			
VS. Soccer	Yes	Yes	Available Summer '85
VS. Mach Rider	Yes	Yes	Available Summer '85
VS. HeliFighter	Yes	Yes	Available Fall '85
VS. Football	Yes	Yes	Available Fall '85
VS. Raid on Bungeling Bay	Yes	Yes	Available Fall '85
VS. Nintendo 500	Yes	Yes	

VS.SYSTEM™



Obituary



Saul James Mintz

*December 23, 1915 –
July 7, 1985*

On Sunday, July 7th, the last of Canada's pioneer coin machine people was sadly depleted by the death, at his home in Toronto, of Saul James Mintz. Sixty-nine year old Mr. Mintz was, with his father, Samuel Mintz, a founder of Toronto Coin Machine Exchange fifty-three years ago in 1932.

*Mr. Mintz was born in Toronto in 1915, and after finishing his school he went directly into business with his father in the family firm **Mintz Vending** of Toronto. Then in 1932 the name of the company was changed to that it still bears today. Over the years this family business grew and prospered to become a major distributing and operating company in the Metropolitan Toronto area and Southern Ontario.*

Saul was very fortunate that his only son Elliot early showed an interest in the family business which he has run on a day to day basis for several years, and of late charming wife, Cheryl, has become a major factor in its operation.

Although Mr. Mintz has suffered from indifferent health for some years, when conditions permitted, he was always to be found in his office at Toronto Coin in the early hours of the morning long before any of his thirteen employees were due to arrive. . . This prevailed right up to just before his death.

These employees are overcome by sadness at his passing. As Frank Stegner, Saul's Service Manager and forman said recently, "Mr. Mintz was a wonderful employer, easy to get on with, kindly, considerate and fair, a pleasure to work with." Those are also the sentiments of his other workers who have been with the firm for an average of seventeen years each. . . And, that alone says a great deal about the character of their late boss!

Mr. Mintz was a quiet man who contributed to many charities and carried out his full share of public duties; he was a member of the Variety Club and the Canadian Hebrew Benevolent Society. Those functions were accomplished in his own quiet private way without fuss nor fanfare. He was a keen golfer and had a great love of the live theatre, and travelling, which he did extensively in Europe and the United States.

Saul is survived by his wife Rose, daughters Beverly and Bonny and his son Elliot, seven grandchildren, brothers Albert and Paul and sister Shirley Vender.

The funeral service was held at the Adath Israel Synagogue followed by burial in the Adath Israel section of Toronto's Roselawn Avenue Cemetery. The respect with which he was so widely held brought friends and mourners from many near and distant parts of Canada and the United States.

Saul will be sadly missed by his family and by his many friends and associates, and the Canadian Coin Machine industry to which he contributed so much.

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Nomac Ltd. Announces

National Tournament

Program For 'Pub Time' Darts

Nomac Ltd., the manufacturer of 'Pub Time' dart games based in Algonquin, Ill., has announced the creation of a comprehensive national tournament program which will be available to all operators of coin-operated dart games. The basic format will consist of weekly qualifying tournaments in locations which lead to state championship tournaments, followed by the **\$50,000 Pub Time Darts National Championship** scheduled for spring 1986.

"There are several local and regional dart programs already in existence, but players and operators across the country are asking for a national championship," explained **Nomac President Bill McClure**. "The excitement of our program — and the benefits to the operator — begin right in his locations with the weekly qualifying tournaments, and continue through the state championships right on up until we've crowned the national soft-tip dart champions for 1986."

Assisting **Nomac** with the design and implementation of the national tournament program will be **Kathy Brainard of Major Events**, an independent promotional consulting company specializing in tournaments and leagues for the coin-operated amusement industry. Ms. Brainard has extensive experience in running both tournament and league programs at the state and national levels. She currently supervises a national table soccer tour and several state pool tournaments for another client, **Dynamo Corp.** **Nomac** has signed Ms. Brainard to an exclusive contract for coin-operated dart promotions.

"The format for the program will be similar to one which we have successfully used for state pool tournaments," explained Ms. Brainard. "We plan to work through the state operators associations whenever possible, with operators purchasing — for a small fee — the qualifying kits from the state association. As the program's sponsor, **Nomac** will be providing funds for the necessary printed materials as well as for the prize money offered at the state and national championships."

An important aspect of the program is that it will be available to all operators of coin-operated dart games, regardless of the brand name of the game. "Naturally, we will provide 'Pub Time' dart games for the state and national championships," commented **Fred Kelley, Vice President of Nomac**, "but we want this to be a truly national program open to all soft-tip dart players."

Kelley, who is himself an expert at playing the game, has also stressed the importance of offering different "flights" of competition at the state and national levels in

order to accommodate the varying skill levels of the players. He has devised a simple system that rank players according to the average number of darts it takes them to win a game. These statistics will be tracked during the qualifying tournaments and will be used to classify players at the state and national playoffs.

"We don't want the good 'amateurs' from your locations to travel all the way to a national championship only to get blown away by a handful of world-class players," explained Kelley. "We want all of the participants to be able to be competitive at the big tournaments, and we want the prize money to be widely distributed. We want every player to go home feeling like a winner."

The qualifying kits should be available in August

...and **Nomac** will be contacting state associations in order to arrange meetings to explain the program. Operators will be able to run their qualifying tournaments throughout the fall months, with the state championships following in the early months of 1986. The national tournament is tentatively slated for April 1986.

In addition to the new national program, **Nomac offers an "Operator Support Program"** to help individual operators learn how to promote their games at the local level. **Nomac** will give the operator \$500 in prize money and send a factory representative to the operator's location and actually run the tournament for the operator. To qualify for the program, an operator must purchase ten games from his distributor prior to the tournament and must meet the Operator Support Program requirements.

Nomac will be offering more operator support in the form of "Dart Life Magazine,"

...a bimonthly publication for soft-tip dart players. **Nomac** recently acquired the magazine, which has been published out of Tukwila, Washington for the past two years, and will publish their first issue in July. Karyl Shields will be the new editor.

Other 'Pub Time' promotional plans include a Midwest State Challenge Tournament to be held in conjunction with the AMOA Show this fall. More details on this program will be released in the near future.

Operators interested in receiving more information on the 'Pub Time' Operator Support Program or on the new national tournament program should contact **Nomac** at: 901 Armstrong St., Algonquin, IL 60102; 312/658-6166 or (outside Illinois) 800/323-0449.

Announcing!

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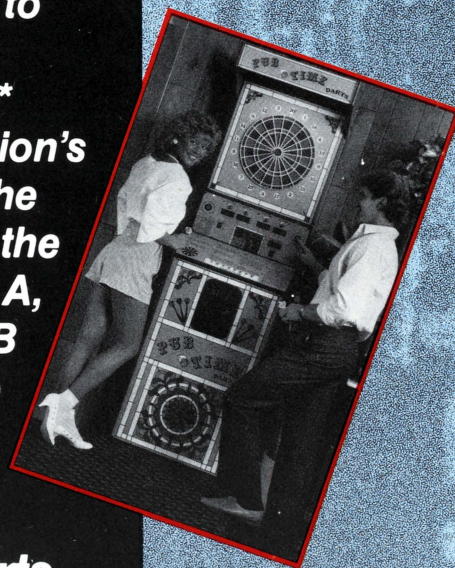
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Northwest Amusements Of Winnipeg, Started At A Beach Resort 43 Years Ago

Some 1,000 Pieces In And Out Of The Provincial Capitol



Daniel Butler

Daniel Butler's Northwest Amusements (1977) Inc. operates within a two hundred mile radius centred on the City of Winnipeg in Manitoba.

With nearly a thousand pieces of Amusement equipment at a hundred and forty-eight varied locations mainly within the Province of Manitoba this is one of Western Canada's largest Music, Games and Amusements Operators.

Mr. Butler was born in Saskatchewan in 1923, and since the age of six Winnipeg has been his home, through public and high schools, and a career in sales and starting in 1942 Music Games and Amusements. . . Now after forty-three years he rates as one of this country's pioneers in the industry. Not too many people in it today can claim four decades of operating.

In 1942, a friend of Dan's bought two "Shoot the Bear" shooting games which were shipped in from Chicago, and the two young men rented a restaurant window facing onto the street at Winnipeg Beach, a lake resort not far from the Manitoba Capital. They did very well so, next year the two young fellows bought another four "more" games and put them into use on an empty lot which they rented on the

main street of the resort community. Come nightfall, the partners would load the games onto their truck and removed them to a safe place, setting up again on the lot the following morning. (An early outdoor Arcade and a very unique way of operating by all the stories of beginnings we've heard) . . . But, when it rained — In Mr. Butler's words — "We were forced to make a quick exit with our machines into the truck and cover." When the summer resort season ended in September, the machines went into "Winter Quarters", two each in a bowling-alley, pool room, and restaurant.

Once again the profits on the games were very satisfactory, and so every year new games were purchased, and rented quarters and locations for them were found and extended. Then, on the same Winnipeg Beach lot a 4,000 square foot building was put up to house the Amusements. Today, within this original building, Mr. Butler, his wife and children still operate coin machines as a summer resort Arcade. (How many Arcades in this or other countries are still going on the same spot for forty-two years?)

As the years went by the business grew and with it premises and numbers of employees. To begin with, the company did business from a small basement where machines were brought in and repaired. In due course, a move was made to a large company owned building. Today, offices, showrooms, shops, etc. occupy a 6,000 square foot building at 1860 Notre Dame Avenue, Winnipeg. Another similar sized building is used as a warehouse.

Over the years, **Northwest Amusement's** staff has grown from two to three, to ten and today it has nineteen employees. Three of these are women, the receptionist, a bookkeeper and a clerk. To cover and service its many widespread locations, the company uses seven vehicles comprising of one truck, three vans and three company owned cars. Vehicles are not standardized as to make nor model, all use gasoline fuel and they are not radio equipped. Route knowledge and telephone reporting work satisfactorily as a means of communication. Beepers are used at close range, through the city for example.

Within its comprehensively equipped shops, Northwest Amusement's highly trained and skilful technicians carry out all the work necessary to keep its varied coin-operated equipment in first class operating condition. This work

GIMME A

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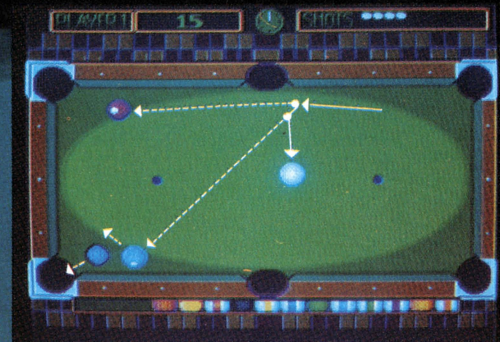
The classic pool game addition to the Sente Library provides excitement and consistent high earnings for both the

"straight pool" single player and the two-player "eight ball" game available **only** on the

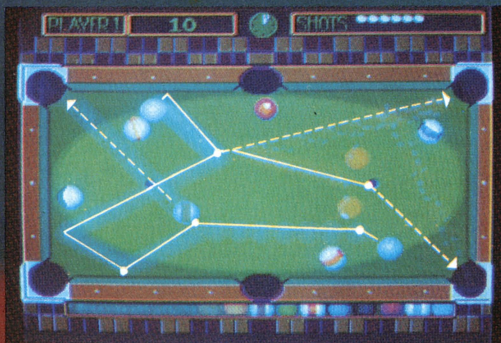
Sente System™



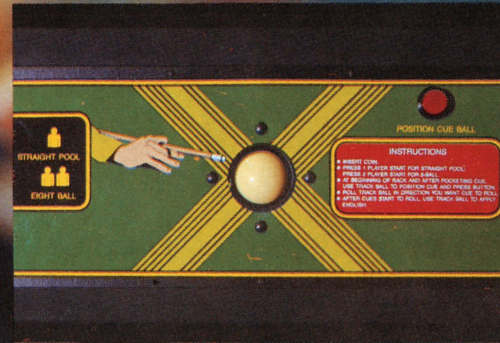
Full rack of 15 balls makes this timeless favorite a realistic, challenging and exciting entertainment!



Exclusive **trick shot** feature rewards a skilled player with extra shots!



Sink three balls or more and you get a slow motion **instant replay** of the shot!



Unique **trackball** control of cue ball allows players to apply english.

Bally

SENTE™

The All American Game Company

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Less Fall-Off In Videos Than In Most Areas — Definite Recovery Over Last Six Months — Pinballs Coming On Strongly!

includes conversions, repairs, overhauls and rebuilds to "as new" condition. Incidentally, the company is not into vending at all. It uses a large number of conversion kits and they have worked out fairly well according to Mr. Butler. His firm does not use tokens and in his operating area only one person is using them.

Northwest Amusements Inc. is a partnership... The original partner's son, Mr. Veyer having taken over his father's share.

Diversity Of Equipment And Locations

Northwest Amusements (1977) Incorporated operates a great diversity of equipment in many different types of locations. It has out on locations a number of Juke Boxes, some pool tables and novelty pieces but its main thrust is still with video games... and it uses six hundred upright videos and two hundred cocktail tables. Pinballs are very important to the firm, and has a hundred and twenty of them.

In approximate numbers, all these machines are sited in nine faculties at the University of Manitoba, twenty Arcades, thirty hotels, seven shopping centres, forty convenience stores and forty-two restaurants. They are also in bowling alleys, pool rooms, clubs, summer resorts and various other locations.

Asked if he had any experience with laser games, Mr. Butler answered. "We did buy them and are still operating a few laser games, but my experience with them was not a happy one." His firm has three company owned Arcades and supplies machines to seventeen run by other people.

The firm's Arcades do not conform to a standard decor, nor do employees wear standard uniforms. Commission rates with location owners is the generally usual 50/50. Monday to Friday opening hours of Mr. Butler's company are 8:45 to 5:30, but there is also service during evenings and weekends covering emergency repairs and problems.



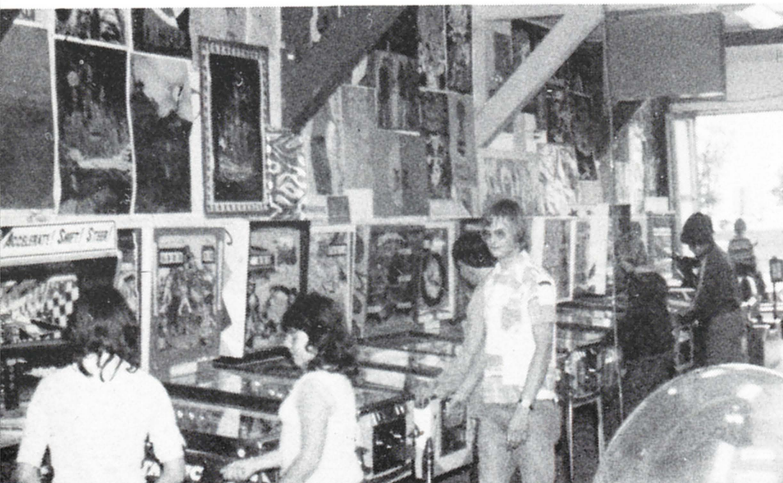
The Arcades' and routes' equipment is subjected to moderate degrees of slugging and vandalism.

Although conversions have been in large scale use with satisfactory results the "new" systems concepts have not been embraced on a large scale as yet, though some have been obtained and are being evaluated in service to gain experience with them.

Countertop Card Games Top Profit Earners

Mr. Butler's operating company locates a number of countertop card motif videos in hotels and they have done very well. 50¢ play on videos has not proven viable so that pricing remains at usual 25¢... and it could hardly be otherwise because of the heavy competition amongst operators over the area in which business is done.

Northwest Amusements (1977) Inc. has so far run no pool or dart tournaments, nor has it resorted to radio, newspaper or T.V. advertising, nor promotions and gimmicks



Diversity Of Locations And Equipment Pays Off!

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Association Fought City Hall In Court & Won Against Excessive License Fees!

to stimulate play. It does however, rotate its games; normally this is done every three months, but policy is flexible in this respect and equipment is changed readily as and when special circumstances demand or dictate in the interests of location satisfaction and maximizing of revenue.

Manitoba Operators "Associate" For Mutual Benefits

Asked if locations were the subject of many hassles or restrictions from community authorities — police, councils, school principals, religious authorities, citizens groups, etc. Daniel said, "Things have generally been very quiet with City Hall but recently the M.A.O.A. took the City to court because of a substantial increase in license fees and we had a unanimous vote in our favour from the three judges on the case." He also said that the Province's operators worked together to solve problems mutually affecting them. Operators had joined together in an Association to look after their interests such as the Winnipeg license fees matter. He also described his own company's relations with its locations as excellent and in many cases very longstanding.

LESS FALL OFF IN VIDEOS THAN IN MOST AREAS...
DEFINITE RECOVERY OVER LAST SIX MONTHS... PINBALLS COMING ON STRONGLY

Over the past few years of this decade, the general economy of Manitoba, the easternmost of the Western

Prairie Provinces, has been relatively stable. It never reached the highs of Central Canada nor Alberta or B.C., nor did it fall off badly as it did in the big resource Provinces of B.C. and Alberta, or the manufacturing Provinces of Ontario and Quebec. As a result, Manitoba's Amusements and leisure industry, though they did very well, did not go as "wild" as it did in respect of videos in these other parts of the country. Nevertheless, although its onset was delayed in Manitoba, the industry very definitely did fall off appreciably for about a year, in Northwest's case to the extent of 25% of revenues.

However, in the last half year, Mr. Butler reports that they have recovered and importantly, people are still keen to play coin-operated games!

According to Dan, he finds the "hottest" videos in his area of operations to be at this time "**Marble Madness**", "**Spy Hunter**" and "**Hot Trick**".

To the question, "Have Pinball games really made anything of a comeback in your area? If so, how strong is it?" He replied very simply and to the point, "Yes, Pinballs are very strong".

His replies to "Has your long time in the industry been happy? Any regrets? What do you think of its future?" were typically to the point — "Yes — **NO REGRETS** — great anticipations for the future."

"This is a great industry... ups and downs... but an excellent living for those who work hard, and a great feeling of satisfaction is derived from your efforts!"

U.S. Amusement & Music Operators Association Selects New Management Services

The Amusement & Music Operators Association (AMOA) has retained **Smith, Bucklin & Associates, Inc., Chicago**, for management services effective July 3, 1985. **William W. Carpenter**, president of Smith, Bucklin, has been named AMOA executive vice president.

Smith, Bucklin is the nation's largest association management firm and currently serves over 120 association clients from offices in Washington, Chicago and Los Angeles.

"A growing awareness among AMOA for an expanded government relations position in Washington, DC was an important factor in our decision," said John Estridge, president of AMOA. "We are confident that we have made an outstanding choice in selecting Smith, Bucklin and feel that AMOA members and the industry will benefit from our new management team."

The Amusement & Music Operators Association, Founded In 1948,

... is comprised of approximately 1,500 members who are in the coin-operated games and music business. Twice each year the AMOA directors meet at their own expense to conduct the business of the world's largest entertainment industry.

The 37th Annual International Exposition of Games and Music will be held October 31 - November 2, 1985 in Chicago.

Interested coin-operated games and music operators can contact AMOA at their new offices: 111 East Wacker Drive, Chicago, IL 60601 (312) 644-6610.

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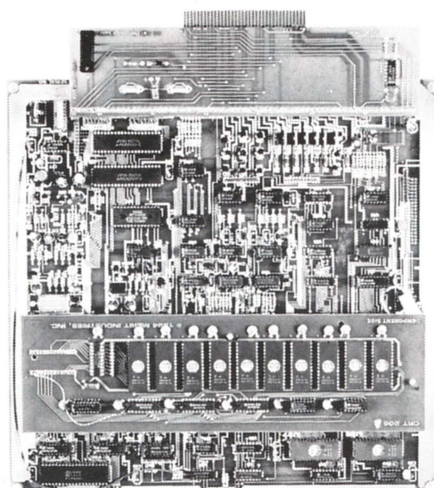
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Merit Introduces

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- ***“Whiz Kit”™ Poker-To-Trivia Conversions***
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- ***Video Billboard™***

Hot off the Trivia Presses at **MERIT** is the new **SEX TRIVIA** for both **TRIVIA WHIZ I & II**. Risque & spicy, always fun but never offensive, the new chip sets offer 2000 questions in a broad range of amusing topics (sexy songs, films, sex clinic, jokes, x-rated & r-rated, etc.). They can be added to the initial 10,000 question modules without requiring the removal of any other question chips.

All questions have been carefully created and edited for entertainment value and good taste — there are no offensive words or material whatsoever. **Merit's unique “Explanation Feature”**, that enhances the answers, has been used extensively in the Sex Trivia Module to add humorous touches for added play appeal. From yuppies to blue collar crowds, field reports indicate strong acceptance by all players, male and female.

Continued on page 24

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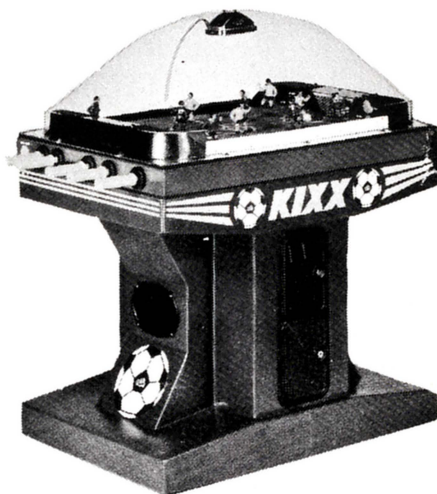
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merit industries, inc.

Continued from page 22

SEX TRIVIA is part of Merit's "**Fifth category option**". It includes ALL Sports, ALL Entertainment, Regional Trivia and other special categories.

All **TRIVIA WHIZ** games feature outstanding graphics, 1, 2, 3, or 4 player competition with Speed Bonuses, choice of at least 4 categories with over 30 topics, 4-Answer multiple choice questions, and high scoring bonus questions.

Top Players Get To Key In Their Names

Most of all, the 10,000 question base in each machine offers a wide variety of entertaining and challenging material that lasts and lasts. When more material is needed, a vast library of fresh replacement modules is available.

New Whiz Kit Takes Only Minutes To Install

TRIVIA WHIZ I & II, solidly entrenched as one of the top earning games in the country (according to the recently published operator polls in the leading trade magazines) has a new companion to its line of upright and cocktail kits, the new **WHIZ KIT™**.

Specially designed for quick conversion of any Hi Lo Double Up Joker Poker game into **TRIVIA WHIZ**, the **WHIZ KIT** contains a directly replaceable logic board, stunning plexiglass with the colorful **TRIVIA WHIZ** design, and a control panel button cover plate. The whole kit takes only minutes to install and requires no wiring changes or soldering whatsoever — truly a kit designed with non-technical personnel in mind. Simply swap out the original Joker Poker P.C. board with the high-quality Merit **TRIVIA WHIZ** board, replace the front glass and install the panel cover.

As poker collections dwindle or even cease in some areas where the games have become illegal to operate, the **WHIZ KIT™** offers a tremendous opportunity for operators to re-establish high earnings on dead games. According to **President Peter Feuer**, "The **WHIZ KIT** is so easy and economical to install, it's almost a crime to leave **JOKER POKERS** unconverted.

The earnings on **TRIVIA WHIZ** are so strong and stable, that the kit probably has one of the highest ROI currently in the industry. In addition, should the need ever arise to revert back to a poker, reversing the conversion process restores the original game just as easily."

Since its release, the **WHIZ KIT** has become a top seller. Merit has boosted its production capacity significantly to meet the demand. The **WHIZ KIT** has all the standard **TRIVIA WHIZ** features.

Video Billboard™

Also released, at the same time, is the **VIDEO BILLBOARD™**, Merit's 15 screen advertising feature. Using the keyboard, an operator can program up to 15 full-color advertising screens on the **TRIVIA WHIZ**, turning game idle-time into earning time. The custom messages can promote the location (ladies' night, menu specials, etc.) as well as earning advertising dollars from other local businesses. **VIDEO BILLBOARD™** is now available for all Merit factory games and is included in the **WHIZ KIT**.

Many future developments are in store as **Merit** continues to develop fresh, new ideas for the **TRIVIA WHIZ**. "Our continued commitment to the product line is Merit's way of keeping the game at the top and giving the operators the longevity in earnings they need", says **Feuer**. **TRIVIA WHIZ III & IV** are slated for release shortly. For further information, contact:

MERIT INDUSTRIES, INC.
2525 State Road
Bensalem, PA 19020
(215) 639-4700

Pay Phone Economizer

Beginning in June, all of **Tonk-A-Phone, Inc.'s prepay coin-operated telephones** will include a sophisticated new feature: an economizing system which will permit callers to connect to other areas "without being charged more than standard" pay telephone long distance rates.

The company plans to customize phones for each geographic location, and it describes its new system as "ideal for long distance or large metropolitan areas such as New York, Chicago and Los Angeles where there are many individual toll rates."

Tonk-A-Phone's economizer will operate independently of any phone company or its computers, and in-

dependently of operator assistance. How? "By incorporating the finest state-of-the-art microprocessor printed circuitry and McGraw-Hill's on-line data bank." In addition, a voice synthesizer in each pay phone will instruct the customer of necessary charges.

Pay phones with this exclusive **Tonk-A-Phone economizer** will retail from \$1,495 to \$2,395. The company currently offers 12 models of table and wall-mount units for commercial, industrial and business use.

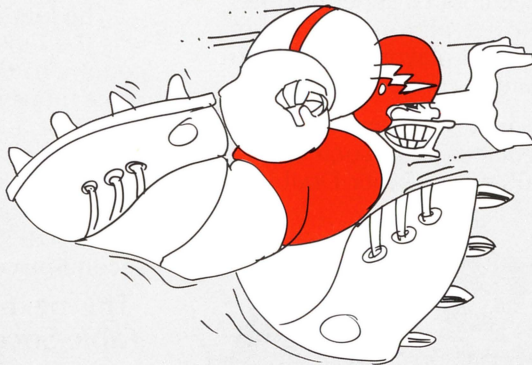
For more information contact **Tonk-A-Phone, Inc.**, at P.O. Box 388, Spring Park, MN 55384; 612/471-0126.

Rand Of Phoenix, Inc. Appointment

Rand of Phoenix, Inc., a leader in the privately owned pay telephone industry, is pleased to welcome **Mr. Neil McQueen** as Advertising, Public Relations, and Marketing Director. He will be responsible for the inception, creation, and execution of strategies, plans, and programs for these three areas.

MUCH MORE FROM THE ORIGINAL TRIV-QUIZ™ PEOPLE!

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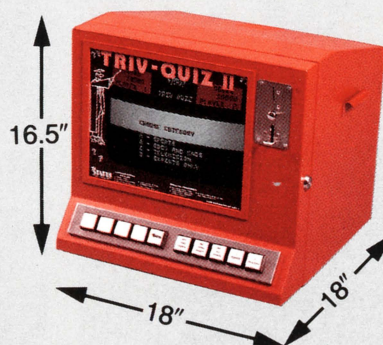


SEX TRIV...



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Kits are also available to
UPDATE your existing
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Still available as a counter
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's Soccer Fans Enjoy \$20,000 St. Louis Super Doubles

**Canadians will play Aug. 30-Sept. 2 at the
Dynamo \$40,000 World Championships, taking place once again in Dallas**

About 250 table soccer players spent Memorial Day weekend (May 24-27) at the Rodeway Inn in Eureka, Missouri (a suburb of St. Louis) competing for a share of \$20,000 in prize money at the St. Louis Super Doubles competition, co-sponsored by **Metro Coin Games of St. Louis and Dynamo Corp.**

The thirty new **Dynamo soccer tables** were provided by Bally Midwest of St. Louis.

"The players always get excited about a Super Doubles tournament because even the Novice players have a shot at the big money in the handicapped playoff," explained Dynamo's promotional consultant, Kathy Brainard.

While still offering the usual variety of events, including Singles, Mixed Doubles and specialty events such as Pro-Am and Draw Your Partner doubles, a "Super Doubles"

tournament offers slightly more prize money than usual in the regular doubles categories plus a "big money" bonus in a handicapped playoff between the winners of each skill level in doubles.

Winning the "Limited Pro" Doubles category, an event open to all but the top thirty pros in the country, were Mike Blevins of Ohio and Karl Miller from Florida. They won \$800 for defeating two other Florida boys, Jim Dumas and Chris Starczewski (sponsored by Indoor Sports of Ft. Lauderdale).

The fourth level of doubles play involved in the playoff was the Open Doubles event, where the top pros in the country battled it out for over \$5,000 in prize money. First-place money of \$2,000 plus the chance to play for the big bonus of another \$2,000 went to two Colorado Springs players, Mark Rudnicki and Kevin Everson. In an exciting final match, they narrowly defeated past World Champion Tom Spear and his partner Dave Aragon, winning by just one point. Spear and Aragon pocketed \$1,000 for their second-place finish.

The next big tour stop on the Dynamo 1985 Table Soccer Tour is the \$5,000 Salt Lake Open

...where, in addition to all the regular tournament play, players will be vying for recognition in the Guinness Book of Records for such things as the fastest shot. (The Guinness competition is sponsored by Walter Day and the Twin Galaxies Scoreboard.)

Canadians will play Aug. 30-Sept. 2 at the Dynamo \$40,000 World Championships, taking place once again in Dallas

...this time at the world-class Hyatt Regency Dallas hotel. Players from the U. S., Canada and Europe will be on hand to play for the World Champion titles.

For more information on Dynamo's table soccer tournaments and national league program, contact: Kathy Brainard, E. 3227 22nd Ave. Spokane, WA 99203; 509/534-4580.



Now available in America!

New From Noraut!

Beginning June 10 additional new features:

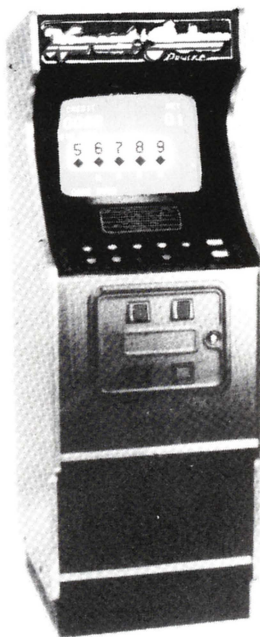
We now have any features available on any other Poker Games, plus our own "Special" Features!

Come and see this new "Noraut" at Noraut Distributors.

Europe's amazingly successful Poker Game.

A "Full House" of game features to excite and test every skill level.

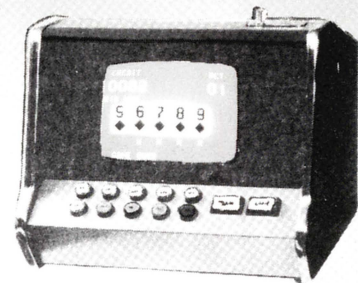
Four models —
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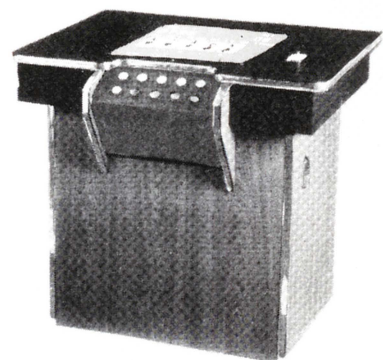
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Fast, action-packed fun that holds player's interest longer.



Table Soccer Tour Makes First Canadian Stop With \$1,000 Calgary Open

The **Dynamo Table Soccer Tour** made its first stop in Canada during the weekend of May 3-5 with the \$1,000 Calgary Open. The tournament was sponsored by operator Kim Hussein and held in **Zak's Gameroom in Calgary**. Players from Edmonton, Calgary and Spokane (Washington) were on hand for the three-day competition.

In the Open Doubles event, the Edmonton players dominated, with Doug McCarthy and Sanj Singh defeating another Edmonton team, Simon Edwards and Wilson Mak, in the final match. Darren Olson and Brian Loeppky from Calgary placed third, and Dennis Garcia and Doug Campbell from Spokane finished fourth.

In the Mixed Doubles event, Doug Campbell and Kathy Brainard, who are both ranked as pros on the Dynamo tour, teamed up to take first. Doug McCarthy and his partner Grace placed second, with third going to Sanj Singh and Tammy Johnson.

In Novice Doubles, Edmonton's Garry Burgardt and Joey Ramjag, who is the 1984 Dynamo 17 & Under World Champion, forced McCarthy and Singh to settle for second place. In Novice Singles, it was once again Doug McCarthy finishing first, with second going to Singh and third to Spokane's Bruce Anderson.

This was the first time that many of the Canadian players had the opportunity to play on the Dynamo soccer table, but, as the results show, they adapted quickly and turned in fine performances. Plans are now being made to hold a Dynamo tournament in Edmonton in late summer or fall.

Canadian Table Soccer Assoc.

Canadian players now have their own national players association. Called the Canadian Table Soccer Assn., it is

based in Montreal, where the group's current president, Dave Gareau, resides. The address is:

**Canadian Table Soccer Assn.,
P.O. Box 524, Branch of Cartierville,
Montreal, Quebec H4K 2J7
514/331-7478**

Operators, both Canadian and American, who would like more information on promoting table soccer and hosting Dynamo tour tournaments should contact Kathy Brainard at the following address: United States Table Soccer Assn., E. 3227 22nd Ave., Spokane, WA 99203; 509/534-4580.



In the finals of Novice Doubles, (l to r) Sanj Singh and Doug McCarthy lost to Joey Ramjag and Garry Burgardt. All four players are from Edmonton, Alberta.



Doug McCarthy (left) is shown here competing in Singles against his doubles partner, Sanj Singh. McCarthy dominated the tournament, picking up three first places and two seconds.



These youngsters are competing in a special category called "Toddlers Doubles," which was for players 14 years old and younger.

VS. HOGAN'S ALLEY™ AND VS. DUCK HUNT™

Nintendo®

**ON TARGET TO
A DOUBLE HIT**

*VS. HOGAN'S ALLEY and
VS. DUCK HUNT, two
great games for the
VS. SYSTEM™ —*

Games that never stop
earning.

SET YOUR SIGHTS ON FUN AND PROFIT

Take Aim At VS. HOGAN'S ALLEY

Nintendo tests your sharpshooting skills at the FBI's training camp in this exciting new game for the VS. SYSTEM.

With the light gun attachment in hand, you've got to respond with split second accuracy and instinct to protect innocent lives and bring down the bad guys. Do you have what it takes to be an agent? Take on VS. HOGAN'S ALLEY and find out.



A fast eye and accurate aim are needed to hit only the gangsters in the lineup.



Reaction time and shooting skill are again tested in a street scene.

Make The Mark With The VS. SYSTEM

VS. HOGAN'S ALLEY and VS. DUCK HUNT are part of Nintendo's VS. SYSTEM of interchangeable games—the most flexible and inexpensive game conversion system on the market today.

You can buy either game in a dedicated version for the new single monitor VS. UNISYSTEM™. Or, mix or match them for use with the dual monitor VS. DUALSYSTEM™. As always, both

UPRIGHT/VS. UNISYSTEM
(Single Monitor) Dimensions:
23¾" (W) × 32¾" (D) × 68¾" (H)
Weight: 250 lb.

new game releases are available as VS. PAKS™ for your current VS. SYSTEM hardware.

And, if you want the VS. SYSTEM to breathe new life into your old Nintendo games, there's the VS. UNISYSTEM KIT™. It will convert your old cabinets into VS. UNISYSTEMS. Then, with VS. HOGAN'S ALLEY or VS. DUCK HUNT, you'll have everything you'll need to target greater profits.



CONVERTED UPRIGHT/
VS. UNISYSTEM
[VS. UNISYSTEM KIT
available for Donkey Kong,™
Donkey Kong Jr.™, Popeye,™
Mario Bros.™ (narrow cabinet
only) and Donkey Kong 3™
cabinets.]



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Shoot To Win With VS. DUCK HUNT

If one sure hit isn't enough, Nintendo offers another bulls' eye profit-maker—VS. DUCK HUNT.

This fast-action target game takes you into the marshes with your trusted hunting dog at your side. He'll flush the ducks out from hiding. Then, it's up to you to bring them down and shoot your way to an exciting bonus round.

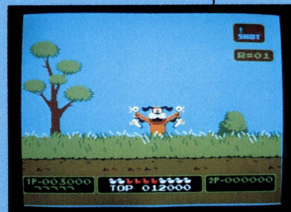


UPRIGHT/VS.
DUALSYSTEM
(Dual Monitor)
Dimensions:
45¼" (W) × 33½" (D)
× 67½" (H)
Weight: 375 lb.

**VS. HOGAN'S ALLEY
and VS. DUCK HUNT,**
two great games
for the VS. SYSTEM—
Games that never
stop earning.



Flushed out from hiding, the ducks become targets for the player's gun.



After two successful hits, the hunting dog retrieves the fallen birds.



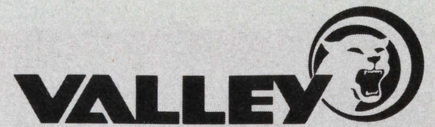
On the practice range, players take aim at a succession of clay pigeons.

Light gun attachment required
at additional cost.

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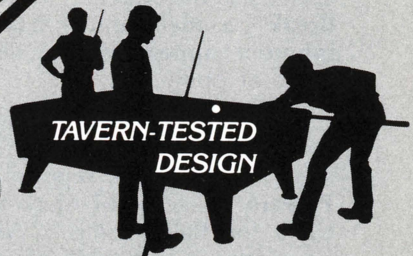
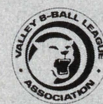
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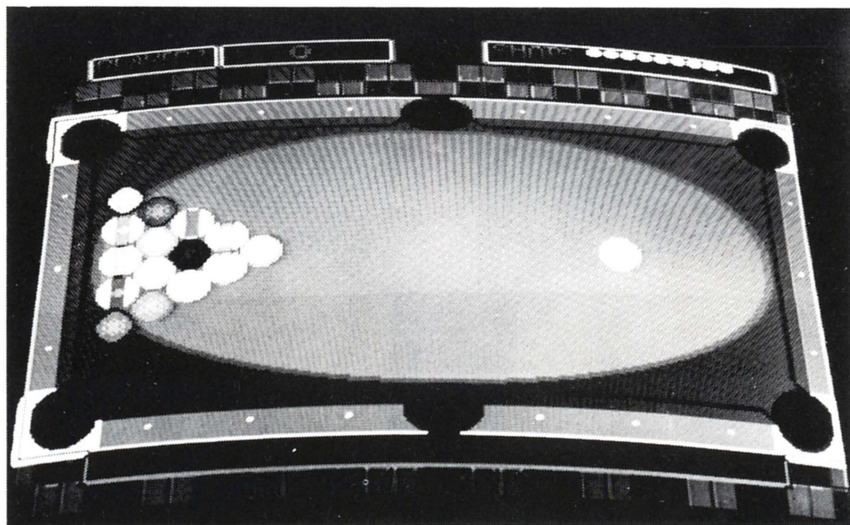
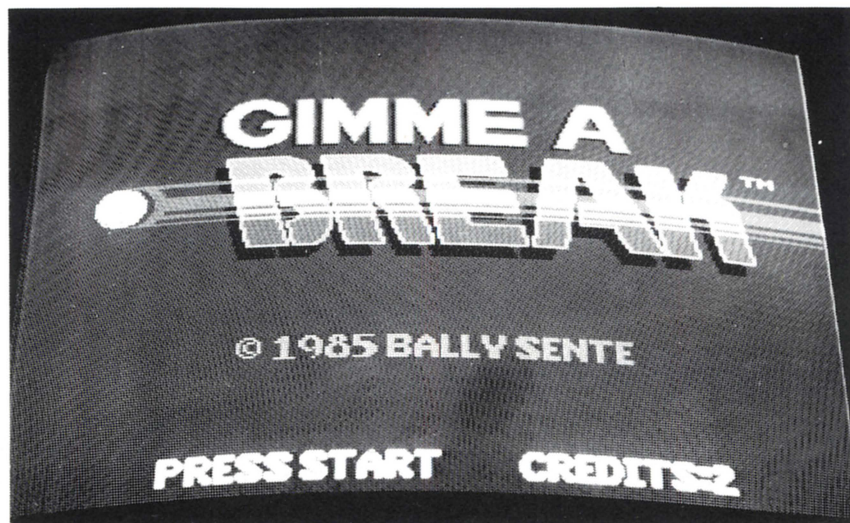
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Bally
SENTE™

Intros "Gimme A Break"



Bally Sente Inc., of Sunnyvale, California introduces: **"Gimme A Break"**, a video game that boasts the inherent appeal of the venerable game of pool.

"We've duplicated the fascinating challenge of the table game onto an electronic screen," reports **Bernard Powers**, Director of Marketing and Sales for Bally Sente. "While the popularity of pocket billiards ebbs and flows, the table sport stays on as a consistently popular pastime for all ages and socio-economic levels — surviving even the notion that 'pool hall games' exist chiefly as a background

for a variety of vices," added Powers. He feels confident that since the game is on the threshold of another comeback, the time is right to offer it in video game format.

Game Designer Dave Ross headed up program development for Bally Sente. Graphics Designer Gary Johnson and Sound/Laser Manager Gary Levenberg collaborated to create the most authentic pool game on the market today.

The game offers a top-down view of a six-pocket pool table

... complete with a wooden rack, a

cueball and colorful object balls — solids and stripes. Powers pointed out that only the **Bally Sente version provides 15 object balls**. It is also the only video pool game in which a trackball moves the cue in the path required to hit and send the object ball into the pocket. Designer Ross explained: "Learning to manipulate the trackball does require a little time and skill, but it adds a lot of flexibility for shots. It also allows the player to apply 'English' — another unique feature among pool video games. By further massaging of the trackball after a shot, the player can nudge the cue away from a foul, or into a better position."

"Gimme A Break" offers two game options:

... single player straight pool and two-player 8-ball. Racks are highlighted by a change in table color — from green to blue to red to gold. All the challenges of natural, carom and combination shots and calling pockets or balls are possible on the Bally Sente game. And, as in real pool, the idea is to successfully execute as many shots as possible.

Straight pool players use a prescribed number of turns to pocket the object balls. Pocketed balls are totalled and turns are subtracted when scratches, misses or penalties occur. Remaining turns may be used in the next inning or round. After each round, a bonus shot opportunity is presented by way of a trick shot appearing on the screen. Extra turns are awarded based on the number of trick shot balls that are sunk, with an extra bonus for completing the entire trick shot. Play then progresses to a new break (at a different color table) and the players use remaining turns and bonus shots to sink the 15 object balls.

In the two-player 8-ball game, the first player breaks and determines his or her set of future object balls — solids or stripes. A player remains at the cue until all the balls in his or her set are sunk. Then the 8-ball must be scored to win. A trick shot appears for the winner on the two-player version at the end of the first game, and if all balls are sunk, the players are awarded an extra round.

In both straight pool and 8-ball, a random slow motion replay feature provides an instant review of a particularly successful shot. This feature adds player interaction thru conversation exchanges. Additionally, the operator may set an adjustable feature

which provides a free turn for a predetermined number of balls pocketed.

A ragtime vamp sets the mood for game play in "Gimme A Break"

Levenberg additionally developed the very realistic "chink" of the balls when they collide, and the very gratifying "ker-thunk" sound when balls are pocketed. These effects make for a very enjoyable game for individuals or duos. "It is recognizable, simple, clean, colorful and competitive," says Powers who also reports that recent test results report high earnings and focus group studies record that the game attracts players of a wide disparity of ages. "It is an interactive game that can be easily enjoyed by even non-video and non-pool players."

"Gimme A Break" is now available at your distributor.



• Finally A Concept That Gives Kiddie Rides A Whole New Appearance

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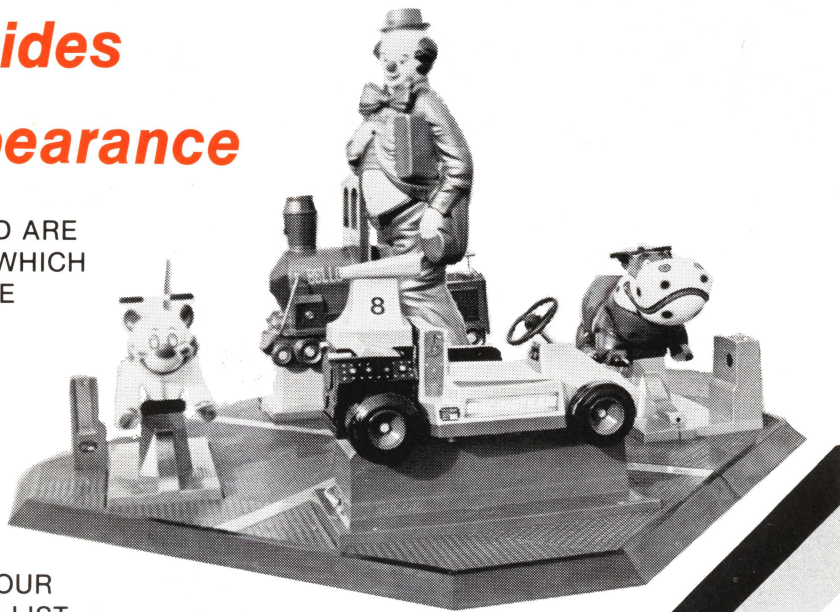
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American Amusement Machine Charitable Foundation Elects 1985 Board Members And Officers

In conjunction with the Annual Membership Meeting of the AAMA, the Charitable Foundation Membership Meeting was held on May 17, in the Venetian Room of the Fairmont Hotel to elect new Board members and Officers for the coming year.

In addition, the membership received a report on the results of the Annual Charitable Dinner held prior to the '85 Amusement Showcase International, in Chicago. Following that report, the members directed the executive director and staff of the Foundation to make a charitable contribution in honor of the '85 Honoree, **Mr. Michael Kogan of Taito-Japan**. The charity to be selected, would be, after consultation with Mr. Kogan' widow and officers of the Foundation.

Elected as Board of Director members, serving a one year term were: • **Mr. Ira Bettelman**, • **Mr. John Britz**, • **Mr. Joe Dillon**, • **Mr. Paul Moriarity**, • **Mr. Joseph Robbins**, • **Mr. Ron Judy**, and • **Mr. Hideyuki Nakajima**

Following the Annual Meeting, the new Board members convened to elect officers of 1985, and • **Mr. Paul Moriarity of Taito-America** was elected President; • **Mr. Joseph Robbins of Kitcorp** was elected Vice-President; and, • **Mr. Ira Bettelman of C.A. Robinson Co.**, was elected Secretary/Treasurer.

Elected to an additional one year term as Executive Director & Assistant Secretary was Glenn Braswell.

The new board then instructed staff to procede with preparation for the 1986 Annual Charitable Dinner.



1985 AAMA Board Of Directors Elected

Members of the AAMA 1985 Board of Directors were elected May 17 during the association's annual meeting in San Francisco.

Back row (L-R): Norman Goldstein, Monroe Manufac-

turing and Distributing; Frank Ballouz, Nintendo of America; John Britz, Bally Manufacturing; Bob Lloyd, Data East, U.S.A.; Paul Moriarity, Taito America.

Front row (L-R): Joe Dillon, Williams Electronics; Ira Bettelman, C.A. Robinson; Joe Robbins, Kitcorp; Shane Breaks, Atari Games.



Norman Goldstein 1985 Recipient Of Joe Robbins Coin-Op Award

Outgoing AAMA President Joe Robbins congratulates Norman Goldstein, the 1985 recipient of the Joe Robbins Coin-Op Award, designated for outstanding service to the coin-operated amusements industry.

The announcement was made at the 1985 AAMA Annual Awards Dinner held May 16 in San Francisco, prior to the association's annual meeting.

China To Hold 1st Amusement Expo Of Game & Recreational Equipment Mar. 28/86

180 Companies From 15 Countries Expected To Show Products

Amusement Expo '86, an international recreational and educational technology Exposition, will be staged in Beijing, the capital of the People's Republic of China (PRC) between March 28 and April 3, 1986. The Exhibition is organised by China International Convention Service Ltd. of Hong Kong and China Council for the Promotion of International Trade, Beijing Sub-Council.

"Owing to the fast development led by urban economic reforms, it is a must to quicken the development of the tertiary industry", stated by Mr. Wan Li, the Vice Premier of the State Council. Tertiary industry will occupy a very significant role in the Seventh Five Year Plan (1986-1990) of PRC.

Amusement Expo '86 pin-points at 2 targets of the Chinese Government. Firstly, uplifting the tourist industry of PRC by introducing modern recreational devices. Secondly, satisfying the demand of better living standard and cultural life of the Chinese population.

Statistics review that at least 13 municipals (e.g. Beijing, Shanghai, Guangzhou, Qingdao, Xian, Kunming) have decided to construct large-scaled amusement parks. Besides, numerous hotels prepare to install recreational facilities.

Educational Institutes Plan To Adopt Amusement Devices As Teaching Aids.

Though some are under construction, the majority are in the stage of planning, selecting and purchasing relevant facilities. Amusement facilities, design and construction are completely new to China. Overseas amusement facilities, technology and production lines are short cuts for PRC in

up-lifting her tertiary industry.

Amusement Expo '86 is specifically designed to expose Chinese end-users to modern creative amusement and recreational technology, equipment as well as management systems. Proposed exhibits include:

- Amusement Devices
- Recreational Facilities
- Apparatus for Physical Education
- Modern Teaching Aids
- Vending Machines
- Phonographs
- Supporting Facilities of Amusement Parks
- Management and Consultancy Services of Amusement Parks
- Design, Planning and Construction of Complete Amusement, Theme and Recreational Parks

Interested companies may contact the Organiser at the following address:

China International Convention Service Ltd.,
Suite 1201-2, Energy Plaza,
92 Granville Road,
Tsimshatsui East,
Kowloon,
Hong Kong
Cable: CHCONVENT
Telex: 40255 CICS HX
Tel.: 3-7217689
Attn: Ms. Sandra Lai
Project Manager

Private Pay Phones Average \$200 to \$300 Monthly

Rand of Phoenix, Inc., a leader in the privately owned pay telephone industry, is pleased to announce the promotion of **Mr. Gene Taylor** to Assistant to the President. In his new position, Mr. Taylor will be responsible for the formulation and implementation of overall corporate strategies and policies.

A Founder and Director of Rand, Mr. Taylor has served for six years as Executive Vice President. He holds a B.S. degree in Business/Marketing from Buffalo State University, and has lengthy and extensive experience in marketing and sales management positions.

Deregulation of the Bell System has made private pay telephone ownership an extremely lucrative business. Rand says that individual pay phones average profits of \$200 to \$300 per month. A study conducted by the Partridge Group in Washington, D.C. reported that bar and restaurant pro-

prietors who owned their own pay telephones could realize between \$1500 and \$3000 a year per phone.

The study also concluded that American and foreign telephone manufacturers will sell 2.5 million new pay phones by 1990, worth at least \$2 billion.

The Rand of Phoenix, Inc., "Tele-Rand™" pay telephone utilizes state-of-the-art technology to make it the most comprehensive "pre-pay" phone on the market. This means no confusing new directions or buttons to push, and no need to re-educate the public on use; it operates just like the one they have been using for years. In addition, features such as an on-board computer synthesized voice, local and long distance capability, and sturdy, vandal-resistant construction make the "Tele-Rand™" without equal.

New Peter Pack Rat Conversion Now Available For Atari System I



Atari Games Corporation has just announced the release of **PETER PACK RAT**, the latest in a continuing

series of top-earning conversion games designed exclusively for **Atari's System I**.

Shane Breaks, Senior Vice President at Atari Games says, "Peter Pack Rat is a totally new concept in maze games. It's whimsical, non-stop entertainment and fun for all ages, males and females alike." He adds "Peter Pack Rat's broad player appeal and strong, consistent earnings have already been proven through months of testing."

New features add to the state-of-the-fun. They include three specially written full-stereo music scores, an add-a-coin player option, a new eight-position joystick with built-in jump button, and incredibly detailed animation and brilliant color that has to be seen to be believed.

The player controls Peter on his quest to collect "treasures" and bring them back to his nest. It's not easy though, because there is a gang of unfriendly creatures lurking on the paths who try to stop Peter from gathering the goodies.

The "Gang" includes Riff Rat, leader of the Rats of Flatbush, Scrapper

the junkyard dog, Sticky the spider, Nite Owl, Slugger the bat, Big Al the alligator, Diamond Jim the snake and Clawd the cat.

The Junkyard, The Sewer, and The Tree are three unique playfields that provide the player with an infinite number of unique game play levels. As the game progresses to higher levels, new characters and more objects are added so that the challenge remains high.

The action begins with **Wave One** as the player maneuvers Peter through The Junkyard playfield — up and down ladders, and off a diving board, to collect objects (and points) as he goes. The player uses the thumb button on the joystick to jump to each platform and fire button on the control panel to throw objects at his adversaries. The background music here is whimsical and upbeat.

Wave Two is The Sewer Level. The creatures that the player meets in this wave are more threatening. And the playfield scrolls requiring the player to seek out each collectable object. Also the background music is ominous to enhance the darker mood.

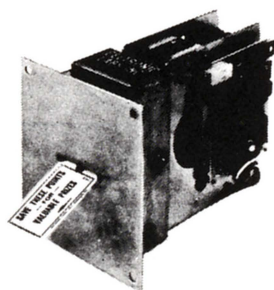
Wave Three, The Tree Level, offers yet another scenario. The player finds even more new treasures to collect on this scrolling playfield. And more unfriendly creatures to avoid. In this wave, the background music sets a happy mood as a steel band performs a lively mambo.

The player may select Easy, Medium, Hard, or Good Luck skill levels. There are also scoring bonus life incentives for selecting a more difficult starting level.

To maximize earnings, operators can tune game difficulty to suit any location. The number of starting lives (2, 3, 4, or 5), the extra life conditions (0, 20,000, 25,000, 30,000, or 35,000 points) and overall game difficulty (Easy, Medium, Hard, or Harder) are all operator selectable.

Peter Pack Rat is available in a complete System I cabinet configuration, or as a conversion game kit which includes an attraction panel, a completely assembled control panel with graphics and snap-in game PC board.

Peter Pack Rat is available through authorized Atari Games distributors.



U.S. Pat. 4272001

THE TICKET DISPENSER —WITH EXPERIENCE

DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on **DELTRONIC LABS** for quality ticket dispensers, backed by prompt and efficient service.

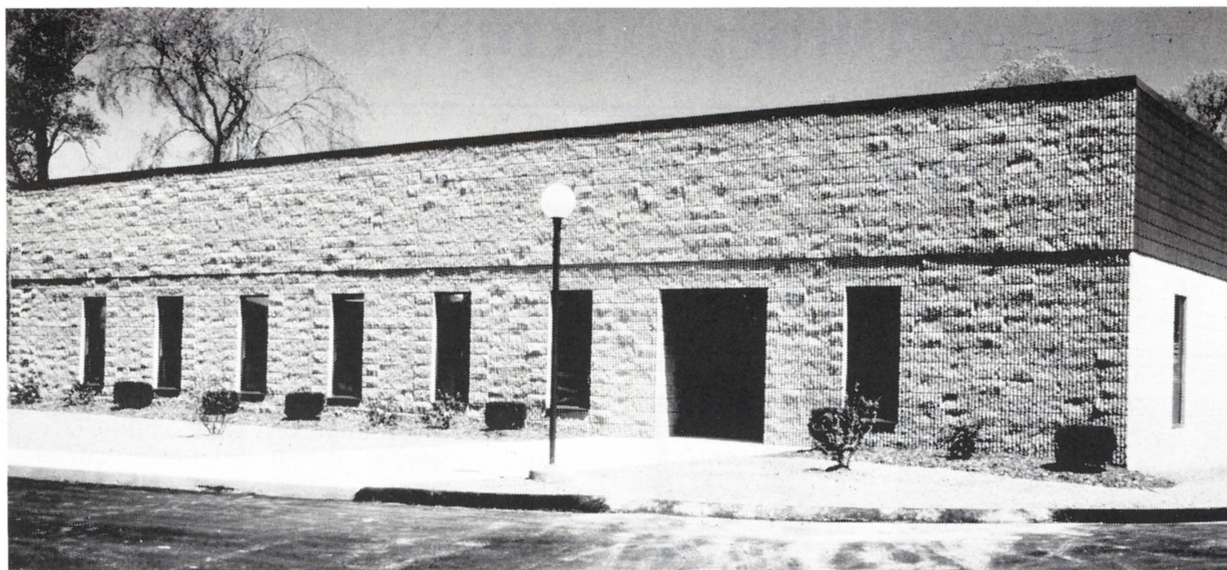
Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses—and keep them playing again and again and again!

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215/362-9112 • Telex 317054



Games Moves To Expanded Facilities



Status Game Corporation, designer, manufacturer and operator of amusement and cash payout coin-operated electronic video games, has moved its corporate headquarters to a newly-constructed, 15,000-square-foot building located at 56 Budney Road, Newington, Ct., previously, the company occupied a 9,000-square-foot facility in West Hartford, Ct.

"Our new home houses corporate management, research and product development, quality control and manufacturing functions," **Irv Yaffa, President**, said. "The building has been designed to help increase operation efficiencies and to provide additional production capacity to

keep pace with the increasing demand for our growing product lines," Mr. Yaffa added.

"We are operating at a record sales pace, stimulated by the outstanding success of **Triv-Quiz** a coin-operated trivia game which currently is one of the most popular games of its type in the nation," Mr. Yaffa concluded.

Status also has manufacturing, service and sales facilities in Nevada, New Jersey and California. The company presently operates approximately 700 gaming and amusement machines in three states.

Seeburg Phonograph Corporation Goes Public

Shortly after celebrating their first anniversary, the new **Seeburg Phonograph** corporation is now listed on the NASDAQ. Seeburg's trading symbol is SBRG.

Seeburg's sale of 5,338,749 Common Shares on May 1985, pursuant to its prospectus, concluded their public offering. As a result of their public offering and a 5 to 1 reverse split of insider stock, 11,265,283 Common Shares are now outstanding.

The company manufactures one of the top jukeboxes in the world, the **Seeburg Prelude Phonograph**. Their distribution included the United States, Europe, the Orient and Australia and New Zealand.

Seeburg's president, **Edgar C. Blankenbeckler**, said, "For over eighty years, the Seeburg name has been associated with leadership in the coin operated industry. We have every intention of maintaining that reputation. For over a year now, we have been engaged in research and development, with **Sony Corporation** in particular, into compact disc technology and fully expect to be the first manufacturer in the industry to introduce a compact disc phonograph in 1986". Seeburg's Brokers include: Norwood Securities of Chicago; Creative Securities Corp. and Norbay Securities, Inc. of New York; and R.H. Stewart & Co., Inc. of Apopka, Florida.

Lévesque Vending Ltée Has Expanded Into A Major Kiddie Rides Operator And Distributor In Eastern Canada During Difficult Economic Times

**... Bulk Vending Began The Firm
— Still A Very Important Part
... Sales Over \$2 Million Annually**



Leo and Son Daniel Levesque

Leo D. Levesque is a forty-six year old New Brunswick entrepreneur and business man who has over a quarter of a century, built up a flourishing and viable business based on vending and amusements. Moreover, he has accomplished this in a very unique manner, that of concentrating on only a segment of each industry. . . They are, Bulk Vending and Kiddie Rides.

In 1959, M. Levesque was a young fellow of twenty who was wholesaling confectionary items in Grand Falls, New Brunswick. This is a small rural community of 7,000 people situated about 60 miles south of the Quebec border, about 40 miles below Edmundston and up against the northeastern border of Maine. It's in the potato country — McCain's has a processing plant in Grand Falls.

Wholesaling was Leo's main business though during the eleven years he was in it he did purchase and locate a few bulk vending gum machines which were placed out amongst some of his customers. . . They did very well and to them were added nut venders and bulk machines to dispense other small inexpensive items. In fact, so important within the overall business did these vending activities become that in 1968 the confectionary business became

officially known as **Levesque Vending Services Limited**, or in French, **Distribution Levesque Vending Ltée**. After more than a decade, what started out as an add-on, or hobby business, became the main thrust of the company. Expansion was steady and prices changed upwards from 1¢ and 5¢ items to 10¢ and even 25¢ capsules as vended items were also improved and expanded. Public acceptance of these expanded lines and higher prices gave the company a great boost and added confidence in the direction M. Levesque had taken it.

So good was the Bulk Vending business that great expansion ensued, and that necessitated larger premises. Land was subsequently acquired and a modern 12,000 sq. ft. building was constructed on it, and in 1981 Levesque Vending Services Limited moved into its new premises. This business now offered a four-fold increase in size over the early 3,000 sq. ft. plant. . . and the whole business increased. Today the bulk of the company's business is conducted from Drummondville in Quebec's Eastern Townships. This includes the Gaspé region of Quebec, Quebec City and the Maritime provinces.

Over 300 Kiddie Rides Added To Routes

A year after the move into new quarters Mr. Levesque moved his growing company into the Amusement sector of the Canadian Coin Machine industry. The part chosen was Kiddie Rides which appeared to be a logical move for a bulk vending firm already enjoying many hundreds of locations in retail establishments of all types which it services including Malls and large stores. Initially, things moved quite slowly as the company felt its way then they burgeoned rapidly and soon became a large line of business. From its start in 1982 to mid 1985 with Kiddie Rides the route has grown to in excess of 300 pieces of this type of equipment, prices of these rides are 25¢, and are in over seventy-five shopping Malls. The bulk venders run into the thousands and they dispense gum, candies, nuts, trinkets, capsules, etc. at 25¢, and they are sited in such places as chain stores, garages, smaller stores of various sorts, milk stores, service stations and all manner of work and play places.

All of Distribution Levesque's activities are centred on Grand Falls, and despite the vast area it covers there are no branch offices. The company employs twelve people,

and it is managed on a day-to-day basis by **Regean P. Landry** as it has been for the past twelve years. M. Landry has a Bachelor's Degree in Business Administration from the University of Moncton.

Under Mr. Landry's direction company sales are now in the order of two million dollars annually. **Joan Godbout** has been the company's secretary for the past fifteen years during which time her competence, devotion to duty and friendliness have been of great value to the company. A further three employees have been with Distribution Levesque for over eleven years, and the remainder since the firm expanded at the beginning of the decade. With people staying for such lengthy periods there can be no doubt but that Mr. Levesque's company is a good place in which to work. They in turn are fully cognizant of the fact that hard work, quality service, good products and clean, reliably functioning equipment benefit not only their employer but also themselves.

Seven one-ton Vans are in use by **Distribution Levesque** and they cover a lot of miles every year, and they are equipped with fourteen foot bodies. Most are G.M.s but Fords have also been tried. All are diesels and the 6.2 Litre Chevrolet diesel is liked for its mileage of 12 M.P.G. as against about 7.5 M.P.G. on gasoline and 10 - 10-1/2 M.P.G. with the Ford diesel. This is an indication of the analysis made by M. Landry in order to maximize his company's efficiency and profitability.

As a result of his very favourable experience with Kiddie Rides and in particular those of two manufacturers, Leo Levesque has, since 1982 taken on the distributorship of these products made by the British firm **BAFCO** and the American company, **Utec**. Both are of very high quality and reliability and naturally used on its routes by Distribution

Levesque which carries a full line of spare parts for its customers. Distributing rights for these Kiddie Rides cover Eastern Canada.

Klopp coin counting and handling equipment comprises yet another of the lines of products distributed to other operators. **Beaver bulk vending machines** together with spares and the products to sell . . . 10¢ and 25¢ toy capsules and toys, "Leaf" gum, nuts, jelly beans, chocolate coated peanuts and raisins and many other bulk items.

As well as having by the age of 46 built up a most successful business, **Leo Levesque** has also found the time and energy to devote to the community in which he has lived and worked. He has been active in many of Grand Falls' municipal bodies and other community benefitting organizations. M. Levesque and his wife Raquel have five children ranging in ages from twenty-five to thirteen including one son, Daniel, now 18 and scheduled to study Business Administration at University commencing this autumn.

Recognizing the dual ethnic and linguistic nature of the parts of Canada in which he lives and does business, M. Levesque has insisted on complete bilingualism at all levels of his firm's employees. He's particularly proud of Distribution Levesque's performance over the past few years during the downbeat economy. Indeed, it has been since 1982 that the company has enjoyed its greatest rate of progress and expansion whilst many others were faltering.

Management and all employees of the Grand Falls company worked doubly hard to counter the economic and business downturn and succeeded admirably. With long term contracts for its Kiddie Rides that segment of the firm and the other branches too are still being expanded.

Mr. Landry says "We are putting our venders and rides into every place we can, as well as, supplying other operators."

Typical of Leo Levesque is his formula for dealing with employees. "Deal with your employees as you would like to be treated should you be an employee." . . . "Happy employees working with you help make a successful and strong company."

Memetron Rescues "Mach 3" Owners

MEMETRON INC., of Elk Grove Village, Il. has reached exclusive agreement with **MYLSTAR INC.**, of Northlake, Il., for the rights to distribute and sell **US vs THEM** update kits and replacement disc for **MACH 3**.

MEMETRON will be offering **US vs THEM** through its distributor network to help operators continue to get the maximum earnings from their **MACH 3's**.

US vs THEM will be offered at a **SUPERBLOW OUT** price complete with instruction manual, roms, full color graphics, and a new **US vs**

THEM disc. "We are delighted to be able to offer such a high quality conversion at such a low price for **MACH 3**". "Mylstar never really started to sell this kit before Coca Cola decided to close their doors", commented **Joe Kaminkow**, Director of Sales and Licensing.

"**US vs THEM** could have been lost forever and the **MACH 3** owners would never have had a chance to have a second windfall of laser earnings, plus the price should be low enough to make your head spin!", Kaminkow embellished.

US vs THEM will be marketed as a complete kit for all MACH 3 games

. . . and will only be available through **MEMETRON'S** distributors. **US vs THEM** is no longer in production and there is only a finite amount of kits available.

For more information contact your local **MEMETRON** distributor or **MEMETRON** at 312-595-2828.



... Operators working for a Better Industry ...

CHICAGO HYATT REGENCY HOTEL
CHICAGO, ILLINOIS

OCTOBER 31-NOVEMBER 2, INTERNATIONAL EXPOSITION

Casinos sprout like wheat in Canada prairie



Casino action at the Winnipeg convention center. This operation is sponsored by the Winnipeg folk arts council, which is in association with the city's Folklorama festival.

By Len Butcher

Calgary, Alberta, may not be Las Vegas and Winnipeg, Manitoba, is a far cry from Atlantic City, but when it comes to gambling, the action is fast, the excitement is high, and charity is the big winner in these two Canadian provincial capitals.

Gaming—or at least most forms of it—is not legal in Canada, but through the wording of a section in Canada's criminal code which deals with "lottery schemes," it is legal to conduct certain betting games (blackjack, roulette, wheels of fortune), as long as the games are conducted by a charitable or religious organization.

While most of Canada's 10 provinces have licensed groups for what is commonly known as Las Vegas nights or "casino nights"—Alberta and Manitoba have turned casinos into a year-round event that has resulted in millions of dollars being raised. These two western provinces are the only two Canadian provinces doing this, and each has its own unique setup.

In Manitoba, the provincial government has been licensing charitable organizations and religious groups for a number of years, but as of Jan. 1, 1984, the licensing and control comes under the Manitoba Lottery Foundation.

The reason, says general manager Garth Manness, "is that we wanted to bring some consistency to it and felt that the organizations didn't have the expertise to operate a casino. It means there will be stricter controls and tighter security," something that the foundation has been putting into effect since it was established, despite certain "growing pains."

The foundation has complete control over the running of the casinos, from licensing, setting hours of play, number of tables, minimum and maximum bets allowed to the distribution of revenue from the casinos.

The casinos are held in the Winnipeg Convention Centre, where rooms are rented out to the organizations and are conducted 90 days out of the year, usually averaging one week per month, according to Manness.

The general manager told *Gaming and Wagering Business* the casino is operated on a seven- or eight-day run with "usually 50 units broken down into 44 blackjack tables, four roulette and two wheels of fortune."

"Chips are purchased from a cashier, there is no credit or markers, and the bets range from a minimum of \$2 to a maximum of \$50." Operating hours are from 2 p.m. to 1 a.m., including Sundays.

As for the amount of money bet, Manness says that net proceeds from an eight-day casino "would average \$200,000-\$250,000, based on a drop of \$1.5 million."

Revenues filter down

That money, along with revenue from lotteries and bingo halls in the province, is distributed through what Manness calls a "fairly complex system."

He explained: "The funds from all gaming activities in the province under our control are distributed to what we call umbrella organizations, or major community groups, [which] then take

the responsibility of distributing [the revenues] to their members."

This, says Manness, includes groups like the Manitoba Sports Federation, Manitoba Arts Council and United Way of Winnipeg. "Groups such as these have been allocated a certain amount of days based on criteria that has been set up by the province."

As far as the actual operation of the casino, the organization conducting the casino employs volunteers to work as runners in the bank and to count cash. Professional paid people are hired to run the games (dealers, pit bosses).

The foundation, which is in the process of setting up a whole new system, currently employs a casino manager who is present during the running of all casinos to oversee the operation.

Manness says, "We will be having a games manager who will be strictly responsible for the games, a banker who will take care of the banking and accounting functions, and a count room group supervisor in charge of the counting of the money. And, of course, we're responsible for security."

The foundation, says Manness, also will be licensing and registering all dealers, pit bosses, managers and training people. He says, however, that he has no intention of licensing the volunteers who count the money. "We are counting on their ethics and the fact that it's their organization's money, although we will be having a count room supervisor and, I suppose, will get into money-counting machines."

Manness is confident the whole operation will be better run once some of the problems are out of the way. "There will be much better security of money, chips and cards than there has been. I think if we're successful in operating casinos, I would expect other provinces might want to follow this route because it keeps the business as clean as you can keep it."

Manness plans to have everything in place within the next year.

"Right now we're working very hard to make what we have work properly. I couldn't say right now that everyone thinks it's fantastic, but I expect in the long run it will prove positive," he said.

Action in Alberta

Farther west, in Alberta, casino gambling already has proved a success—so much so that, except for Sundays and a two-week period over Christmas and New Year's, there is a public casino operating in Alberta's two largest cities, Ed-

monton and Calgary, every day of the year.

In fact, the growth of casino gambling in Alberta since 1976 became so great that the province set up a gaming commission in 1981 to oversee this booming industry.

Although the same rules apply in Alberta as they do in Manitoba with regard to who can receive a casino license (charitable organizations and religious groups), just about everything else is different.

Don Gardner, chairman of the Alberta Gaming Commission, says that any organization eligible for a license can operate only one two-day casino per year.

Although this may not seem like much, Gardner says that every available date has been filled for 1984 and 1985, and he is now working on 1986.

According to Gardner, it all began in the early 1970s during a fair circuit in the western provinces. "A local service club went to the government of the day and asked to have just one large casino downtown. Other service clubs worked with them and I think it took place during Edmonton's Klondike Days.

"When it went ahead, it was popular, but there were problems with respect to how it operated and the controls. But it evolved from there."

Alberta's policy concerning the operation of casinos is such that only one casino can be operating simultaneously in Calgary and Edmonton Monday through Thursday, and two in each city on Fridays and Saturdays. No casinos are allowed to operate on Sundays.

Aside from the shutdown over the Christmas holidays, public casinos are not allowed to operate during the Calgary Stampede and Edmonton's Klondike Days (both 10 days long), when those two exhibitions are given a license to operate their own casinos.

As in Manitoba, only blackjack, roulette and wheels of fortune are allowed, but public casinos are limited to 30 tables of any combination, says Gardner. "But they normally run 25 or 26 blackjack tables, two or three roulette and the remainder wheels of fortune.

"However, during the 10-day casino at the exhibitions, the Klondike had 120 blackjack tables and the Stampede 144. Limits here are \$2 to \$50, with some tables \$5 to \$100, as compared to the public casinos, which have a limit of \$1 to \$25."

Gardner says that private entrepreneurs provide the facilities and, in each city, "there are two or three private firms

who will set up a casino for an organization. The organization contracts with these people for a suitable premise and also to arrange for a games manager and staff. We do not license suppliers of gaming equipment or advisory services."

The license fee for a casino is \$10 per game per day for public casinos and \$25 per game per day for the exhibitions.

At the time of licensing, says Gardner, "we approve the specific objectives that the organization identifies, then we follow through with financial reporting requirements with supporting documents to ensure the proper use of funds."

The whole point of allowing casinos to operate, Gardner says, is to give organizations and religious groups a chance to make money for good causes.

Gardner says it's a profitable way for organizations to raise money and that they've been successful. The figures bear him out.

"The net profit over a period of a year, and the latest figures published in 1982, was a little over \$10 million, and that's on a \$79-million drop."

Reprint from "Gaming & Wagering Business"



... Operators working
for a Better Industry ...

CHICAGO HYATT REGENCY HOTEL
CHICAGO, ILLINOIS

OCTOBER 31-NOVEMBER 2,
INTERNATIONAL EXPOSITION

Data East's New 'Commando' Strikes

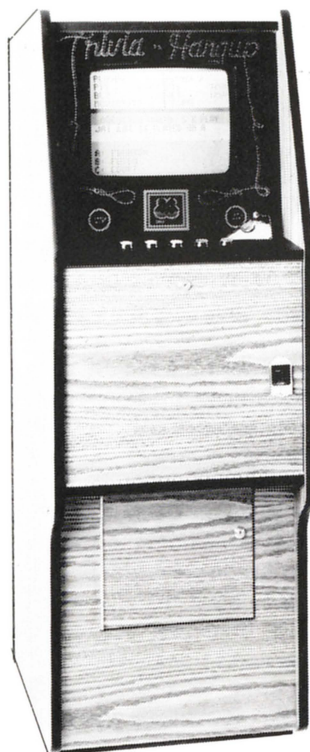


Currently the proud producer of two top games on the charts ('Kung-Fu Master' and 'Karate Champ'), Data East is shooting for an "unprecedented ownership" of a third with their latest offspring 'Commando.'

This all new, action-packed game takes the player on a secret mission behind enemy lines. As a highly trained "commando," the player must negotiate all types of terrain and obstacles combating enemy troops at every turn.

The enemy are in bunkers, on bridges, and come at him by vehicle and foot from all angles, taxing the player's reaction and cunning to the limit. The player controls the route and the fire power, and becomes a hero as he penetrates enemy headquarters and frees the captives. "Make no doubt about it — the battle is fierce and strategic, the graphics realistic, and the fire power explosive," says Data East President Bob Lloyd.

Trivia Hangup By SMS Mfg. Has "Steal" Feature



"The Verdict is in and We Won!." So says Jim Pietrangelo, Nat'l Sales Mgr for SMS MANUFACTURING CORP. of Lakewood, NJ.

"Our new Trivia game, "TRIVIA HANGUP" is out and the players are eating it up. Thanks to our exclusive 'STEAL' feature and the fact that we have so many questions, there really was no doubt that "TRIVIA HANGUP" would be a Hit!"

SMS's "TRIVIA HANGUP" is a One or Two player game in which players are each allowed to select from among four categories of questions:

Developed by Capcom, the game will be released by Data East USA, Inc., this month.

"Once you see 'Commando' in action you'll understand why the game's test earnings are even more impressive than 'Karate Champ' — 'Commando' may be just the winner needed to properly launch summer vacation play," Lloyd declares.

Samples are available at many Data East distributors for your inspection now. Check it out there, or if needed, call the factory for referral to the nearest dealer at 408/727-4490.

Movies & TV, Sports, Music and Anything Goes.

Players are given 5 questions and 5,000 points each as they prepare to go head-to-head against each other. Strategy is important in that when one player answers a question wrong, his opponent is given the opportunity to answer the same question and, if he answers correctly, 'STEAL' his opponent's wager.

With regard to this 'STEAL' feature, Mr. Pietrangelo states that "This feature really encourages two player activity to boost income."

In addition, two different Bonus games, a Reflex Tester and additional Bonus Questions (Operator Determined), are available to the Winner.

As if all the above wasn't enough, Speed also plays a considerable part in determining a win since winning points are arrived at by multiplying the player's wager by the amount of seconds remaining on the 'Clock'. High Scoring players are then allowed to enter their initials on the "Smart Ales High Score List".

"TRIVIA HANGUP" is available immediately in a variety of cabinet styles: Upright, Cabaret (mini) and Countertop. In addition, General Purpose Kits are available as well as Specialty Kits designed to convert SMS's HI-LO DOUBLE UP JOKER POKER and GRAND PRIX games.

For more information, contact the distributor nearest you or call SMS Manufacturing Corp. direct at 201-370-3030 in New Jersey for the name of the distributor nearest you.

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85
CHICAGO, ILLINOIS
OCTOBER 31-NOVEMBER 2, INTERNATIONAL EXPOSITION



**Data East's
"Commando"
... Tests Earnings
Better Than
"Karate"**



Currently the proud father of the top 2 games on the charts (Kung Fu Master and Karate Champ) Data East is shooting for an unprecedented ownership of the top 3 games, with its latest offspring "COMMANDO".

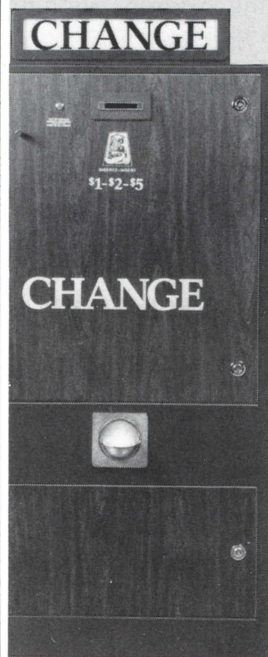
This all new, action packed game takes the player on a secret mission behind enemy lines. As a highly trained "COMMANDO" the player must negotiate all types of terrain and obstacles combating enemy troops at every turn.

The enemy are in bunkers, on bridges, and come at him by vehicle and foot from all angles, taxing the players reaction and cunning to the limit. The player controls the route and the fire power, and becomes a hero as he penetrates enemy headquarters and frees the captives. Make no doubt about it — the battle is fierce and strategic, the graphics realistic, and the fire power explosive.

This outstanding game developed by CAPCOM, will be released by Data East USA Inc. in early June.

Once you see "COMMANDO" in action you'll understand why the games' test earnings are even more impressive than Karate Champ — "COMMANDO" may be just the winner needed to properly launch summer vacation play.

New Computer Controlled Changers by Standard Change Three Different Bills...\$1, \$2 and \$5



Standard Change-Makers' new 3-Bill Canadian Computer Changers are available in both floor console and wall-mount cabinetry. The floor console models can change 3 bills, (\$1, \$2 and \$5), plus 25¢ coins. They include 1 to 4 bulk-loading hoppers that each hold up to \$800 (3,200) quarters, \$750 (7,500) dimes or \$200 (4,000) nickels. The wall-mount model changes \$1, \$2 and \$5 bills. Both machines include bill stackers that automatically separate, face and stack up to 1,100 bills. Both are micro-processor controlled; they can add, subtract, totalize, accumulate, audit themselves and even self-diagnose any problems that might occur.

Model PS83152C floor console changes \$1 bills into 4 quarters, \$2 bills into 8 quarters, \$5 bills into 20 quarters and 25¢ coins into 2 dimes and 1 nickel. It includes 3 bulk-loading hoppers and holds 3,200 (\$800) quarters, 7,500 (\$750) dimes and 4,000 (\$200) nickels. It includes a bill stacker holding 1,100 bills of all three denominations and its heavy steel maximum security cabinet has 2 doors (bottom door opens to storage area) and 3 locks.

Model S62152C wall-mount changes \$1 bills into 4 quarters, \$2 bills into 8 quarters and \$5 bills into 20 quarters. It includes 2 bulk-loading hoppers that hold up to 6,400 (\$1,600) quarters. It, too, includes a bill stacker for all 3 denominations and a heavy steel maximum security wall-mount cabinet. An optional pedestal stand is also available.



For full information and prices on these and other Standard Change-Makers for Canadian bills and coins, write or call:

**Standard
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Home office: 422 E. New York St., Indianapolis, IN 46202
Tel. (317) 639-3423. Telex STANCHANG IND 276073
Distributor: Navend Industries, Toronto, Montreal and Vancouver

'Chicago Cubs' Hits By Premier Technology

The people at **Premier Technology** are shouting a hearty "Play ball!" with the introduction of their latest pinball game (officially licensed by the **Chicago National League Ball Club, Inc.**), '**Chicago Cubs Triple Play**.'

Those at the firm say the new pinball is destined to "hit home in any location" with its all-American theme, competitive scoring features and new alpha-numeric display that lets the top players enter their initials into the '**Chicago Cubs Triple Play**' "Baseball Hall of Fame."

The game itself features a full nine innings of play in which players attempt to put runners on base and then tag them out in complete innings. The firm says that unlike most baseball-themed games, '**Chicago Cubs**' puts the players in a defensive team position, further enhancing the action. Major skill shots are provided by a sequenced drop-target bank that lights

"triple play," the extra ball feature and advances two innings while it resets. Also adding to the challenges is a spinner requiring nine consecutive spins for lighting "special" and three spins for "one out".

Hall Of Fame

Adding the 40-character alpha-numeric display for the "Hall of Fame" is what Premier calls the "System 80B," which also improves the game's reliability. The playfield is bright, baseball-themed and colorful, and the backglass depicts great scenes of Chicago's Wrigley field and baseball action.

Premier says "Don't let your earnings remain in left field" . . . check out the new '**Chicago Cubs Triple Play**' pinball at your local Premier distributorship or contact the factory for referral at 759 Industrial Dr., Bensenville, IL 60106; 312/350-0400.



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'Savage' Conversion By Mematron

Memetron, Inc., has secured exclusive North American distribution rights for '**Savage Bees**,' Capcom Ltd.'s new conversion kit for vertical color monitor raster scan games.

Memetron's Director of Sales and Marketing, **Joe Kaminkow**, enthuses about the expected high ROI: "Two players can fight simultaneously, making virtually every play fifty cents."

Kaminkow describes '**Savage Bees**' as "a fight-to-the-death space thriller" in which the player pits his ships against an evil Empire's fleet. When the player loses his last ship, he can buy more and continue the same game.

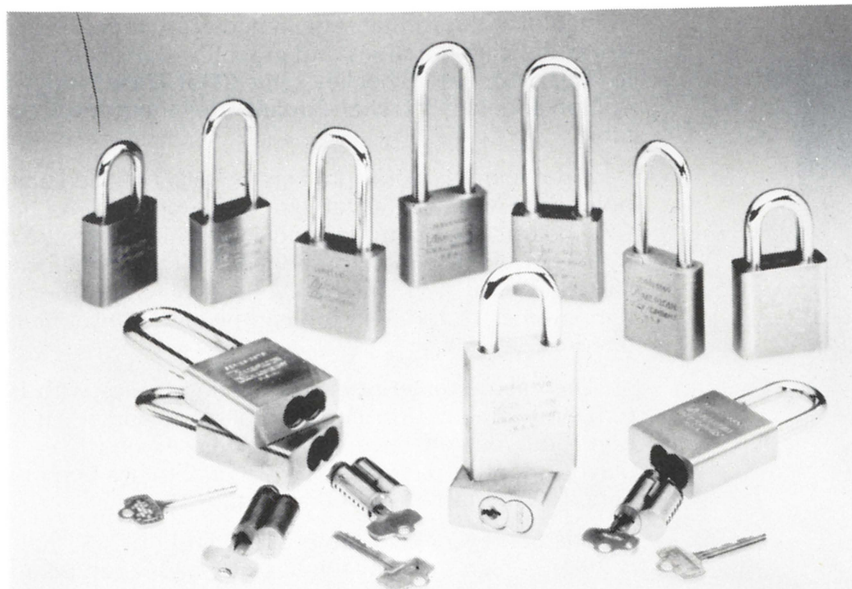
'Savage Bees' is available direct to operators from Memetron or through certain distributors. For referral or information, Memetron, Inc., 2350 Brick Vale Rd., Elk Grove Village, IL 60007; 312/595-2828.

American Lock's

New 3000 Series Padlock Body

Accepts Best Lock Cylinders

(& Other Cylinders Of That Type!)



American Lock Series 3000 Padlock Bodies
(accepts Best Lock and Best-type cylinders)

American Lock Company, Crete, Illinois, announces a new series of padlock bodies, the **3000 Series**, which will accept both Best Lock cylinders and other cylinders of that type (e.g. Arrow, Eagle, Falcon).

Sold without cylinder, this padlock body comes in either of two rugged materials — chrome-plated hardened solid steel or extruded brass. It is available in two widths (1-3/4" and 2") and three shackle lengths (1", 2" or 3" clearance).

The 3000 Series is economically priced, and it includes as standard features American's double ball locking system — an American Lock innovation — and easy changing, hardened steel chrome-plated shackles. (Shackles used are currently available in the 5000 Series pin-tumbler padlock line.)

For more information on the new Series 3000 padlocks — and for more information on the complete line of innovative American Lock products — contact:

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Bally Sente's Cocktail Table Goes Into Production — For SAC I System



available for this format. After a necessary redesign of control panel configurations and graphics, Bally Sente is able to offer its successful hockey game "Hat Trick" and its five-edition series of "Trivial Pursuit" for their new cocktail table.

A durable 3/4" frame protects the self-contained unit that holds the SAC I cocktail table power supply, sound board, CPU board, game cartridge and a fan which cools the electronic chassis. The monitor, bolted into the cabinet, can be switched from horizontal to vertical play and the 3/16" tempered glass and 3/4" top can be easily unlatched and tilted for service.

The cabinet exterior is woodgrain formica with black trim, and attractive top graphics induce customer participation. Soft, but effective lights are positioned over each player's control panels and Sente quality has been maintained in the table's sound system.

The Sente Cocktail table is 24" wide by 34" deep. It is 29-1/2" high but available leg extensions can be added so as to reach counter height of approximately 36".

10 Minute — On Location Game Change

"Like the SAC I upright, the cocktail table is totally operator oriented — separate cash coin rejector doors, front maintenance on the upright, and lift-up top on the cocktail. The SAC I cocktail cabinet is a 10-minute, on-location game change as in the SAC I upright," Powers said.

Future additions to the Bally Sente Library of Games will also be offered in cocktail table format and pricing is the same as for the Company's SAC I upright cabinet.

Bally Sente Inc. achieved an industry "first" when it recently began production of the SAC I cocktail table, which provides housing for selected games within the Sente Library of Video Games.

Bernie Powers, Director of Marketing and Sales pointed out that, "It is the first cocktail-type cabinet with interchangeable software." Bally Sente already has six games



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OCTOBER 31-NOVEMBER 2,
INTERNATIONAL EXPOSITION

Nintendo Is On Target To A Double Hit With VS. Hogan's Alley™ And VS. Duck Hunt™

Separate Gun Attachment Gives Realistic Action!



Nintendo, hits the mark with two hot new releases for the VS. System™, VS. Hogan's Alley and VS. Duck Hunt. Both incorporate Nintendo's exclusive light gun and are blasting all earning records at test locations.

VS. HOGAN'S ALLEY — Players test their skills, FBI training-camp style, in this quick-draw, good guys vs. bad guys showdown. With the light gun attachment in hand, split second accuracy is needed to protect innocent lives, and move on to the next round. Three different screens provide the action to keep players coming back for more.

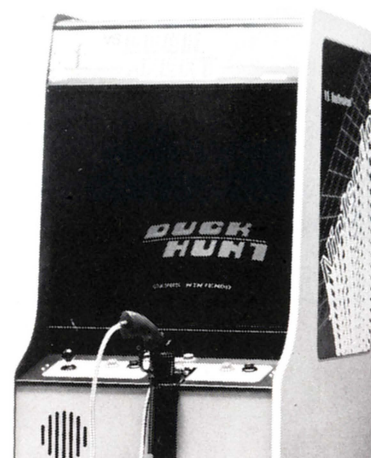
They start off with a police line-up segment that requires a keen eye for quick identification of the gangsters. If successful, after progressively more difficult rounds, the game moves on to a street scene where targets pop up at random on the screen — is it friend or foe? Only quick and accurate decisions will register a hit. The exciting bonus round challenges player's repeat firing skills as they 'juggle' a series

of tin cans across the screen for added points before it puts them back on Hogan's Alley to see if they really have what it takes to be an agent!

VS. DUCK HUNT — This fast action target game takes players into the marshes with their trusted hunting dog. He flushes the ducks out from hiding and, then, it's up to the player's to bring them down as they shoot their way to an exciting bonus round.

The action begins with two ducks criss-crossing in the sky. As players improve their aim, three ducks appear cleverly switching directions, and hiding behind the tree to dodge the bullets. Expect no sympathy from man's best friend, he pops up and menacingly snickers when a miss is scored.

The second screen is a target clay-shoot round where a succession of clay pigeons speed off toward the hills with a realistic 3-D perspective that takes a sharp eye and steady hand to hit the mark. Followed by a bonus board that is a crazy combination of ducks and a flying hunting dog. You



can shoot the dog for a hilarious surprise (but no bonus points)!

As part of Nintendo's VS. System of interchangeable games, both promise to be bulls-eye profit makers. The gun attachment is constructed of durable rubber coated metal, with a tamper resistant stainless steel coil and built in vandal alert alarm. Nintendo's high-tech light sensor allows it to know whether or not the gun is pointed at a small flash of light on the screen when the trigger is pulled, making it the most accurate and easiest to use gun on the market.

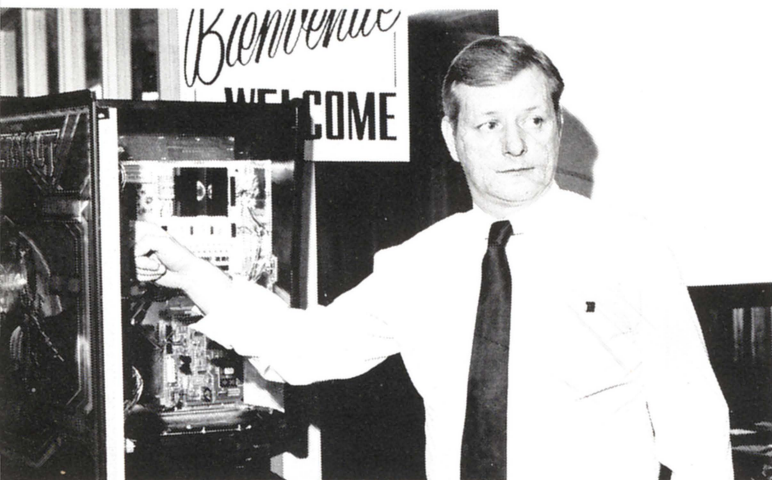
VS. UniSystem Kit Converts Older Games Into These 2 New Winners

As always, Hogan's Alley and Duck Hunt are both available as VS. Pak™ releases for the VS. DualSystem™ (two monitors) or VS. UniSystem™ (single monitor). Or, to convert old Nintendo games into these new winners, there's the VS. UniSystem Kit™.

To set your sights on fun and profit, contact your local distributor or Nintendo of America Inc. today!

Laniel Automatic Held A Very Well Attended Pinball School

Conducted By Bally Midway's Edward Schmidt



Edward Schmidt of Bally Midway

Late in June, on the 27th, there was held in Montreal a fairly normal event which yet was of great interest in light of the present state of the Canadian Coin Machine industry. On that date, **Laniel Automatic Inc.** of Mount Royal (Montreal) held a school on Pinball Games which was conducted by **Edward Schmidt of Bally Midway**, a leading manufacturer of that type of game.

Mr. Schmidt conducted the school on two of his firm's latest and hottest pinballs "**Cybernaut**" and "**Fireball**". The really interesting thing about this "school" was the large turnout of Operators and technicians to take the day long course.

According to **Laniel's Vice President in charge of sales Jean Coutu**, the popularity of the Pinball school sponsored by his company came as a great surprise. Said Jean, "We haven't held such a type of school for going on two years and on that, and other experience we expected about fifteen pupils. . . and instead some forty-five turned up and they came not only from Quebec but also the maritimes and Ontario."

We were really delighted by the turnout and the great interest these people showed in Pinball games. . . This is a very positive indication of the resurgence of pinball in our industry."

The school ran from 9 a.m. to 4 p.m. officially, and for lunch Laniel Automatic bused its "pupil" guests to the Chateau Champlain in the centre of Montreal for an excellent lunch with refreshments, an event the company does extremely well. Although the school officially ended in the late afternoon so great was the demand for knowledge of pingames that Mr. Schmidt and Laniel personnel were still answering questions from a majority of those present at seven in the evening.

From the photograph of the teacher and class it becomes readily apparent that almost all of those attending the course were relatively young people. One of the things which have come to light with the rising popularity of pinball has been the lack of knowledgeable technicians to service them and deal with repairs and adjustments.

Older, longtime operators who grew up with pingames, of course, are familiar with pinball technology and indeed, a great many of them have run them continuously through their periods of varying popularity. Now that Pinballs have staged a strong comeback they are well placed to deal with these games which do admittedly require more attention to reach their full potential than do most videos.

Newer operators and younger mechanics and servicemen who have grown up mainly on videos are not as well placed.

The **Laniel/Bally Pinball school** has done the industry of Eastern Canada a real service in providing the opportunity for Operators and technicians to learn about pingames and the solving of problems which may arise with them.



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M. Ferchen, President Bally Midway

MAURIE FERCHEN, former President of Bally's Aladdin's Castle has been officially named **President of Bally Midway**. Bob Fliday has been named Executive VP and General Manager, reporting to Ferchen. Bob has been with the Aladdin's Castle division of Bally since November 1983

as Senior VP of Equipment and Administration. For the record, Bally oversees about 400 arcades in some 45 states and in addition to Aladdin's also operates Bally's LeMans Family Fun Centers, Bally's Pin Pan Alley, Bally's Pac-Man Palace and Bally's Great Escape.

on the Move

Data East Appoints J. Barone



Data East USA, Inc. is pleased to announce the appointment of **John Barone** to the position of Western Sales Manager, Leisure Electronics Division. John joins Data East from Exidy Corporation where he had been Vice President of Sales and Marketing as well as overseer of internal operations.

With Exidy since 1983, John has earned the respect of the national game distribution network through his professionalism and commitment to their needs.

Data East USA located in Santa Clara, CA has catapulted to the forefront of the video game industry during the past 12 months. With back to back hit games they welcome the addition of John Barone to their sales force.

SEGA Appoints

T. Petit & J. Backer

Eugene Lipkin, President of **Sega Enterprises Inc.** (U.S.A.), is proud to announce the appointment of **Tom Petit** as Vice-President of Sales and Marketing, and **Jolly Backer** as Western Regional Sales Manager.

Both Tom and Jolly bring a wealth of experience in understanding the distributors and operators in the coin machine business. Lipkin stated that with the wide variety of products that Sega produces, he is very pleased to have two highly experienced professional sales and marketing people to represent Sega in the marketplace.

Seeburg Execs

Back To Japan

For Second

Sony Parley

Bally Midway announces the most powerful weapon in the battle for pinball control — **"CYBERNAUT"**.

Take on the Ion Generators in an explosive pinball adventure when you become a daring cybernetic ranger. With a challenging playfield and sound system, **CYBERNAUT** has all the power you need to conquer the future of pinball!

CYBERNAUT features an enhanced sound system with noise effects and tones to attract player attention and increase game usage. Also, with the special **REPLAY/EXTRA BALL/NOVELTY** modes, operators have flexibility to control replay balls and scoring when a Special is awarded.

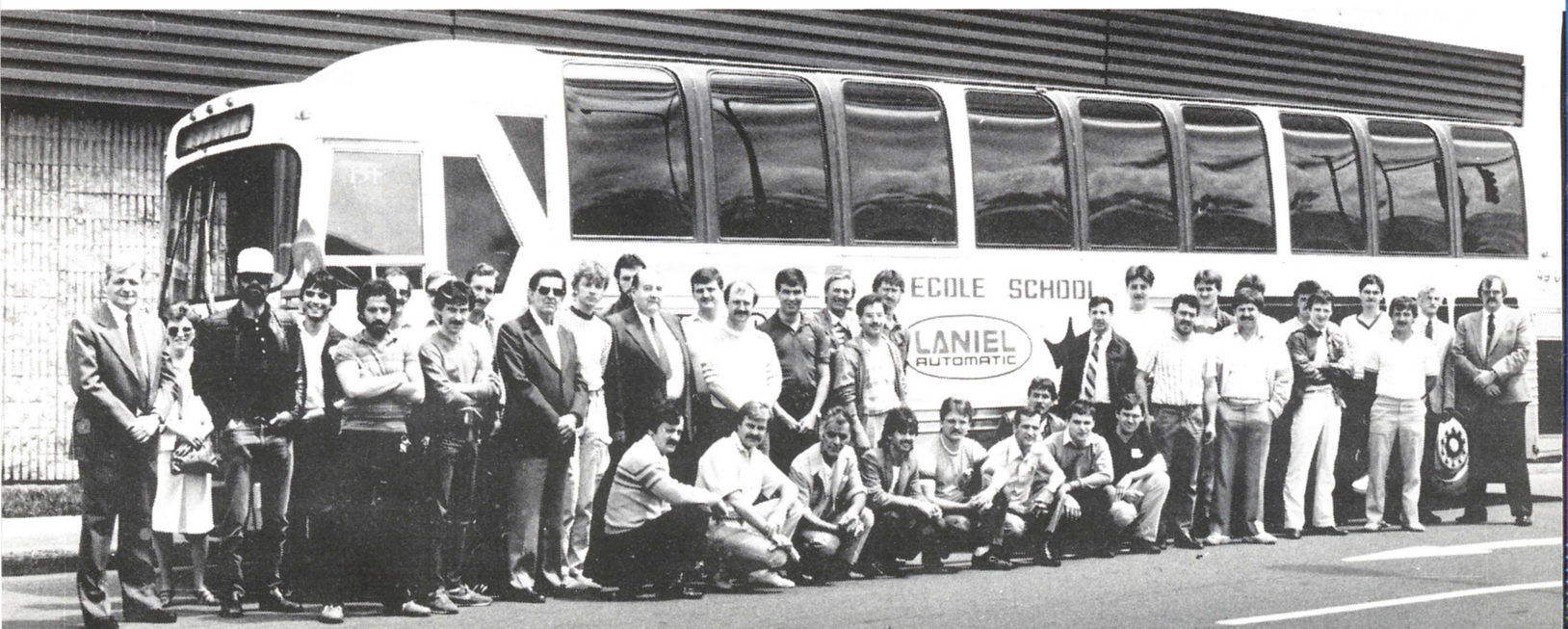
For more information on **"CYBERNAUT"** contact your authorized Bally Midway distributor.

New Personnel Appointment

IDEA, (Industrial Design Electronic Associates, Inc.), the Sycamore, IL. firm that manufactures a complete line of Dart game products (**CENTURY DARTES, ROYAL DARTES, ALL-AMERICAN DARTES, CENTURE SQUIRE, AND ALL-AMERICAN SERGEANT**), is pleased to announce the appointment of **Robert Corrigan** as Manager of Promotions. As such, he is responsible for the **ROYAL DARTE** League which has weekly competition in 8 locations throughout the county. IDEA has founded the League to foster interest in the electronically scored game of darts and to assure that the competition is appropriately structured and supervised. For more information about the **ROYAL DARTE** League, contact Bob at IDEA, 895-8188.



Laniel Automatic Pinball School



Amusement Trades Exhibition International Jan. 13 - 16

Grand Hall Olympia, London, England

The 42nd annual **Amusement Trades Exhibition International** will take place from 13th to 16th January 1986 at Olympia, London, which has now become its permanent venue.

During the past 40 years — and especially since 1961, when the gaming laws were liberalised — the amusement business in Britain has changed and expanded almost beyond recognition, and the same is true of the exhibition itself. Few of the visitors to the first **ATE** in the late 1930s could have foreseen how it was destined to develop, but year after year it has steadily kept pace with the ever-growing importance of the business.

Today it is world-renowned, and enjoys the proud reputation of being the biggest and most representative

international exhibition of its kind, attracting visitors from all parts of the globe.

And for 1986 it is planned to give the Show an even wider scope than hitherto: an additional 4000 square metres of covered space has been reserved in the West Annex to the Grand Hall, and it is intended to use this solely for the display of large rides, theme park equipment and fairground machines.

The Prospectus for the 1986 ATEI is now available and the Organisers will be pleased to provide copies on application.

In the meantime, they extend a warm welcome to the many overseas buyers who will be visiting Olympia next January.

Gaming Show For Vegas

EXHIBITION organisers Conference Management Corporation, from Norwalk, Connecticut, have announced details of the third annual International Gaming Business Exposition, which is to be held on March 4 and 5, 1986 at the Tropicana Hotel and Country Club in Las Vegas, Nevada.

Vice President of Marketing Daryl Komar said that the exhibition will be accompanied by a series of seminars relating to marketing, legislation, risk minimizing and other topics. "In addition, the exhibition will present individuals the opportunity to view state-of-the-art equipment, test the newest games, terminals and electronic devices during hands-on demonstrations.

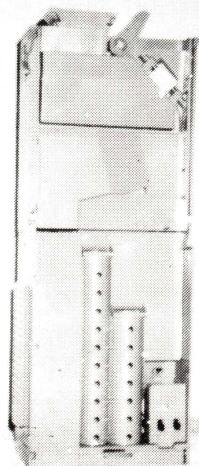
The exhibition is showing steady increases in popularity. In 1985 the second event of its type had a 74 per cent

improvement in attendance, a total of \$1,078 gaming executives from 34 U.S. States and 16 different countries and 18 per cent more exhibitors.

The 1986 show will contain slot machines, token suppliers, coin handling counters, wrappers and sorters, playing cards and accessories, dice, casino furniture, game tables, roulette wheels, graphic design companies, electronic funds transfers, safes, closed circuit television, security systems, anti-slot jamming devices and marketing and public relations companies.

Well-known names in the coin machine industry such as Aristocrat, Bally, Coin Controls, Games of Nevada, I.G.T. Mills Novelty Company, Rowe International, Sigma Games, Status Games and Wico Corporation, were all among the 1985 exhibitors.

**Coinco
Introduces
New
9200 Series
Coin
Changer**



This new product line has been introduced to accommodate the newly proposed \$1.00 Coin as well as \$1.00 Bill Validator inputs.

The new changer has total electronic validation escrow and a larger \$21.00 change capacity.

The payout is in 5¢ and 25¢ coins driven by a new high speed payout system.

Models will be available for all types of beverage, snack and cigarette vendors. The vend prices will be up to \$3.00 or up to \$12.00 depending on models.

Contact: Al Fraser at 1-416-438-6314 for further information.

Big Market Created For Breathalyzer Machines

New, tougher penalties for drunk drivers nationwide have created a new coin operated **Breathalyzer machine** called "**Breath-Chek**," manufactured in Albuquerque, New Mexico.

To be installed in various drinking establishments throughout the United States and Canada the new machine shows a digital readout of one's alcoholic breath content by dropping in a coin and blowing into a straw provided for that purpose.

0.10 is the danger figure in most states and when a users figure shows more than that, a red light comes on that says "You have failed, take a cab." Some states such as Oregon and Michigan have a law which states that any figure over 0.08 is a danger figure as anyone showing either of the above figure is classified as legally intoxicated.

Not since World War II has the entire country got behind a drive such as this to rid the highways of drunk drivers. A nationwide organization called **MADD (Mothers Against Drunk Drivers)** has been formed and they also have charter groups in Canada. Collectively they have kept this drive

alive and everyone in politics has got behind the law as no one can get hurt. City Hall also benefits financially.

Statistics have shown tht the majority of auto accidents throughout the nation are alcohol related and since MADD's drive has gained momentum, most states have reported a noticable decrease in accidents and deaths.

The manufacturer of **Breath-Chek** says his machine is a deterrent to those who use it and as there is no printed readout the figures shown on the unit will not stand up in any courtroom.

However, he says, the big fallacy to the laws is that the burly truck driver or longshoreman, for example, have a far greater capacity in drinking alcoholic liquors than "The legendary little old lady from Pasadena." But, he says, the law is the law and it is doubtful if the nations non-drinking lawmakers will ever admit or adjust the law for that fact.

Further information on the Break-Chek and other machines can be obtained by writing Compute-A-Pulse, P.O. Box 80004, Albuquerque, N.M. 87108.

More Canadian Distributors Sought

IDEA Offers 3 Field Upgrade Kits For Dart Games

IDEA, Industrial Design Electronic Associates, Inc. Sycamore, Illinois is pleased to announce its release of three field upgrade kits currently available to **IDEA dart game owners**. They include:

1. **Retro-fit Player Change Button** — providing enhanced durability with a new, larger button switch.
2. **Dart Target Assembly Modification** — improving and strengthening the overall target structure.
3. **Tru-Score II Upgrade** for ALL-AMERICAN, CENTURY and ROYAL games — a hardware addition and new software technique that detects and scores darts that miss the target and hit the front panel.

These upgrade kits are a few of the many technical improvements that IDEA has released in an ongoing effort to improve overall game operation. For information about these kits, all immediately available, contact the IDEA Sales Department, Route One, Sycamore, IL 60178, Telephone (815) 895-8188 or Telex #433-0077-TSPN Attn: IDEA

Premier Brings Back Wild West With "Bounty Hunter"



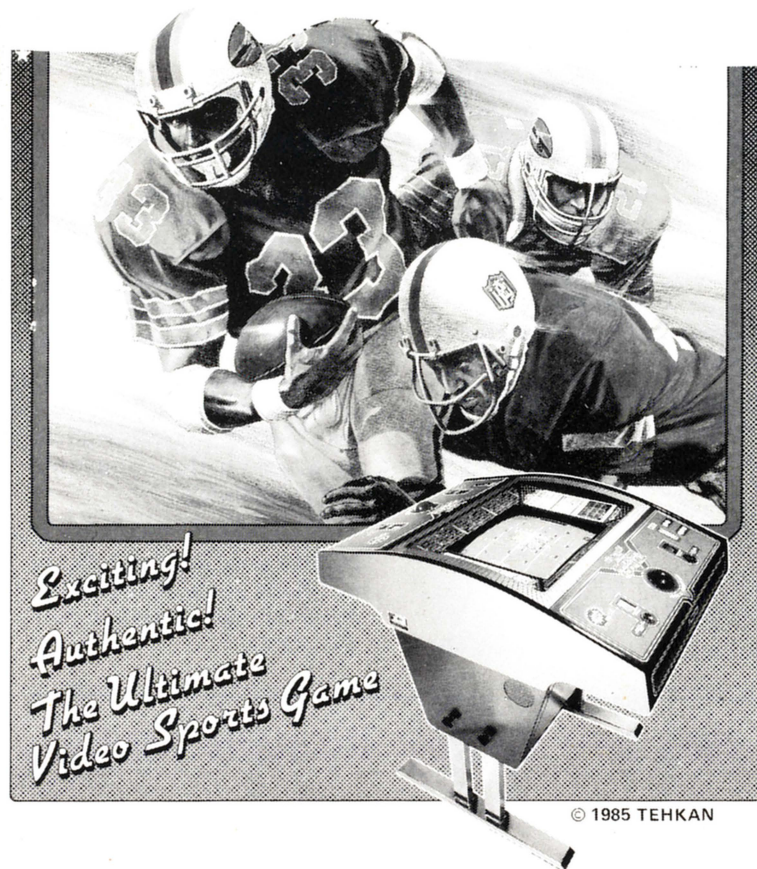
The excitement of the wild west returns with **Premier Technology's** August 1st release of its latest action filled pinball game, **BOUNTY HUNTER™**.

Scenes from the old west set the stage as the player prepares for the showdown. The showdown begins when the player loads his six-shooter's chamber by hitting the corresponding lit targets. The chamber rotates by shooting the loop. Shooting the lighted loop in the right direction fires the bullets for extra bonus. Along with the special and extra balls, a 50,000 point bounty is awarded for shooting "Cactus Sam" as he pops up at random.

In addition to high scoring action, **BOUNTY HUNTER** features Premier's new alphanumeric Top Players Display™ which allows the top five players to enter their initials.

BOUNTY HUNTER™ can be seen at Premier Technology's authorized distributors. For further information call (312) 350-0400.

"Gridiron Fight" Football Video



Run Play and Pass Play. Which to choose to attack!? Select either of the eight formations. Players are free to use either punt kick or field goal, so they can enjoy as exciting and thrilling a game as a real game.

Gridiron Fight can be played either by only one player, or together with his friend.

1 PLAYER

Competes with a computer.

2 PLAYER

2 players compete. (During play, time can be extended if another coin is dropped.)

Before selecting a game, select a formation. By turning the track ball,

choose the desire formation No. and press SELECT button.

Formation P & F Punt Kick and Field Goal

Punt Kick — If, in four rounds of attack, first down is difficult to gain, kick by turning the track ball.

Field Goal — If there is a chance, choose formation F to try to kick towards the goal post!

Contact:

TEHKAN USA, INC.

18010 S. Ardia Maru Lane

Carson, California 90746

U.S.A. Tel.: 213 (329) 5880, 5881, 5883

Atari's 'Empire'

In Kit Form

'The Empire Strikes Back' movie was the sequel to 'Star Wars' and while the video game isn't brand new, the kit certainly is. Designed for easy conversion for existing upright or cockpit cabinets. 'The Empire Strikes Back' game offers operators additional profits and extended earnings life for their existing 'Star Wars' videos.

The kit includes a new program memory chip set, new decals for attraction and control panels and a new flight control cover. The upright kit also includes attention-getting side panel decals.

In the video, players are challenged continuously to achieve "Jedi" power by destroying a given number of targets in each level. Doing this accomplishes the J-E-D-I spellout and the player then becomes invulnerable for a period of time.

A new "add-a-coin" feature allows continued play of the same game (instead of the standard reset) if the player has achieved "Jedi" status.

For more information and distributor referral, contact Atari Games at 1272 Borregas Ave., Sunnyvale, CA 94089; 408/747-2731.

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OCTOBER 31-NOVEMBER 2,
INTERNATIONAL EXPOSITION

Kiddie Rides

From

Kiddie's Mfg.



Kiddie rides in a variety of animal shapes and transportation vehicles are available from **Kiddie's Manufacturing** through its exclusive U.S. distributor, **Kiddie's of Florida**.

Newest to the line are a Corvette car and railroad car, which supplement the 'Red Baron' airplane, 'Columbia' space shuttle, 'Speed Racer' motorcycle, 'Pony,' 'Jr. Rider' fish and a 'Twin Derby' side-by-side combo of a fish and a snail.

There is also the 'Kiddie's Carousel,' which introduces a configuration of three aquatic creatures for children to enjoy riding.

Contact Kiddie's of Florida, 8034 W. 21 Ct., Hialeah, FL 33016; 305/556-2373.

New Sente Cocktail



According to **Bally Sente**, an industry first was achieved recently with the production of the '**SAC I' cocktail table**, which provides housing for selected games within Sente's library of video games for their interchangeable game system.

Bernie Powers, Director of Marketing and Sales, pointed out that "it is the first cocktail-type cabinet with interchangeable software."

Bally Sente already has six games available for this format, including its '**Hat Trick' hockey game** and its five-edition series of '**Trivial Pursuit.**'

A durable 3/4" frame protects the

self-contained unit that holds the power supply, sound board, CPU board, game cartridge and a fan which cools the electronic chassis. The monitor, bolted into the cabinet, can be switched from horizontal to vertical play and the 3/16" tempered glass and 3/4" top can be easily unlatched and tilted for service.

The cabinet exterior is woodgrain formica with black trim and, according to the company, sports attractive top graphics, soft but effective lights and a quality sound system. It measures 24" wide by 34" deep and is 29-1/2" high (but available leg extensions can be added so as to reach counter height of approximately 36").

"Like the '**SAC I' upright**, the cocktail table is totally operator-oriented with separate cash and coin rejector doors, front maintenance on the upright and lift-up top on the cocktail.

The '**SAC I' cocktail cabinet** is a 10-minute, on-location game change as in the '**SAC I' upright**," Powers said.

Future additions to the **Bally Sente** library of games will also be offered in cocktail table format and pricing is the same as for the company's '**SAC I' upright cabinet**.

For more information, head on over to your local distributor, or contact Bally Sente at 10601 W. Belmont Ave., Franklin Park, IL 60131; 312/451-9200.

'Strikes and Spares' By Bally Midway — 4 Different Games

Bally Midway says they have the "most technologically advanced shuffle of our time" with the new '**Strikes and Spares**'.

With no moving parts, and a "proven reliable logic system," the company says '**Strikes and Spares**' delivers the "care-free maintenance and worry-free performance" their customers have come to expect.

In the game, the pins are protected inside an impact-resistant shroud, "appearing" and "disappearing" (via lights) as the puck cruises underneath them.

The player has a choice of four different games: Regulation, Strike 90, Flash and Super Flash.

Regulation is played with the same guidelines as bowling.

Strike 90 allows the player to collect 90 points and shoot again on a strike or collect 60 points on a spare.

The third game, **Flash**, is played by timing the throw of the puck to collect points indicated by a series of flashing lights, while **Super Flash** adds a new twist... the player continues to shoot on a strike.

For more information on the new shuffle alley, contact your local Bally Midway distributor or Bally at 10601 W. Belmont Ave., Franklin Park, IL 60131; 312/451-9200.

American Amusement Machine Association Holds Annual Membership Meeting . . . And Elects New Board Members



The 1985 Annual Membership Meeting of the **American Amusement Machine Association** was held in the Fairmont Hotel's Venetian Room on Friday, May 17. Following the normal housekeeping agenda items, such as introduction of attendees, approval of minutes and treasurers report, those in attendance were given status reports on the projects and programs of the Association which had been performed over the prior year, and set the plans for the coming year.

The activities of the Association had centered around four basic programs; governmental relations; public relations; copyright activities; and, technical services.

In the governmental relations area, the members received reports indicating the decrease in the governmental pressures for state regulatory control over the coin-operated entertainment industry as compared to two years ago. It did, however, learn that increased governmental activities had been generated due to the assistance required of federal authorities in the copyright protection program.

The public relations report included the general communication programs to the members per se, in addition to the communication channels that had been established for the public. Of specific interest was, the programs of newsfeed that had been successfully aired on CNN, CBS, and American Airlines. The highlight of the PR presentation was the description and results of the satellite feeds originating at the Amusement Showcase International (ASI). Copies of the tapes, which were aired, were shown to the members in attendance.

The copyright activities program was described as the most successful effort to date, by the industry, to rid the pirates from our midst. Through Customs enforcement and FBI activities, the members learned that there had been a

variety of raids and arrests, and current investigations are underway resulting from the business records seized in the earlier activities. The members were presented with a specific list of arrests and results, and in addition, were presented with proposals and suggestions to increase the effectiveness of the copyright protection campaign.

In the technical services area, the members were told of the current status of the FCC Class A license discussion which had been falsely reported in a private newsletter. It was correctly reported that the Class A Standard is in place and is not subject to change of plans by the FCC. Secondly, the members were informed that the Underwriters Laboratory Standards, which are being drafted for amusement machines, were in their final stages of promulgation and hopefully new Standards would be ready in the next few months. In the mean time, it was recognized that this drafting and revision process of the UL Standards had given the industry a great deal of relief from the enforcement efforts of certain local electrical officials which began in the summer of '83. It was also noted that these standards would not apply to pinball machines nor jukeboxes. Subsequent standards would be required for these two products.

The highlight of the Annual Meeting, however, was the election of Board of Director members. This year there was an unusual amount of vacancies. Under the rotating term, a normal slate of three vacancies would be voted upon at each Annual Meeting. However, in 1985 there were three vacancies by the natural expiration of terms, plus three additional vacancies which occurred by a variety of other reasons.

The three Board members currently serving unexpired terms are: **Mr. Joseph Robbins of Kitcorp**, whose term expires in 1987; **Mr. Robert Lloyd of Data East**, whose term expires in 1986; **Mr. Ron Judy of Nintendo**, whose term expires in 1986.

Members elected to the Board of Directors with a three year term expiring in 1987 were:

- **Mr. Jon Britz of Bally Manufacturing**
- **Mr. Hideyuki Nakajima of Atari Games Inc. and**
- **Mr. Ira Bettelman of C.A. Robinson Company**

Elected to the Board of Directors to serve a two year term expiring in 1987 were:

- **Mr. Joe Dillon of Williams Electronics and**
- **Mr. Norman Goldstein of Monroe Distributing**

Elected to the Board of Directors for a term of one year expiring in 1986 was:

- **Mr. Paul Moriarity of Taito-America.**

All members elected agreed to serve until their replacement had been appointed or elected at a subsequent meeting following the expiration of their terms. There being no other business to come before the membership, the meeting was adjourned until the annual meeting in 1986.

Repairs to all

- Pinballs
- Jukebox
- & Video Game Boards
- Eprom Burning

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604-872-5757

Major Japanese Manufacturer Enters Payphone Market

World-proven, microprocessor-based pay telephones that connect to conventional phone lines and may be vendor owned and operated are due on the market this Fall from **Anritsu America, Inc.** Primary markets include hotels and motels, shopping centers, transportation terminals, retail stores, office buildings and other semi-public places. Industry analysts expect vending machine companies will lead the way in developing these markets.

Heart-Rate Machines

Wanted — we buy — sell — repair any condition — make
— or quantity Call 201-773-1981 or write Heart-Rate P.O.
Box 322 — Wayne, N.J. 07470

"From the research we've done, there is no question that there is a need for more public payphones and a multi-million dollar market exists for vendors to operate this equipment. Because vendors already operate machines in most of the places where these new payphones would be used, this is a natural outgrowth to their existing business. Those vendors who get in early with quality products are most likely to see the highest return with the fewest headaches," Anritsu Product Marketing Manager **Myron Hladun** commented.

The parent company, Anritsu Electric Ltd., (Tokyo), is committed to the telecommunications market on a worldwide scale with over 500,000 payphones now in operation in Japan, Australia, Saudi Arabia and Belgium.

"The U.S. and Canadian markets are a natural progression for us," Hladun said. Anritsu has been a major manufacturer and supplier of telephones since 1899.

Anritsu phones are equipped with an internal microprocessor that computes the cost of a call locally, rather than relying on central office equipment. The initial offering is a programmable, single-coin operated telephone (SCOT) which accepts quarters, includes an internal timer and a liquid crystal display which indicates the coins deposited and the time remaining. Local and long distance rates are pre-programmed and stored in the microprocessor to determine the initial time for the first \$0.25. Other offerings will include the traditional, high-security multiple-coin operated phone, as well as credit card and debit card models.

In June 1984, the Federal Communications Commission acted to allow registration of instrument-implemented coin telephones, effectively leaving the regulation of the emerging services up to the individual state public service commissions. Local tariffs permit privately owned payphones in at least 17 states.

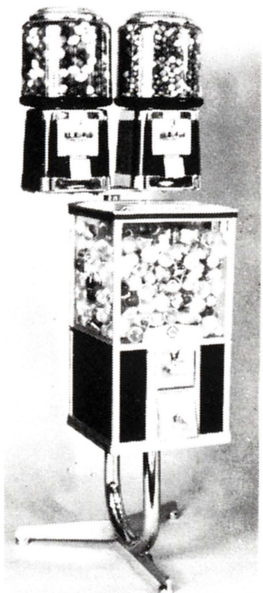
Among the states allowing single-coin entry phones are: Arizona, Florida, Iowa, Montana, Minnesota, Missouri, Nebraska, North Dakota, Ohio and South Dakota.

For more information, contact: Anritsu America, Inc., Public Telephone Marketing Dept. 128 Bauer Drive, Oakland, N.J. 07436 (201) 337-1111.

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Video Games Used Successfully As Red Cross Fund Raiser

During the weekend of May 18-19, 1985, thousands of visitors to the Napa (CA) County Spring Fair witnessed more than a dozen top video game players from around the nation face off in the **first annual U.S. National Video Game Team/American Red Cross Fundraiser**.

Organized as a Red Cross Fund Raiser, the competition featured play on *Kung-Fu Master* and *Karate Champ* (Data East USA, Inc.) and new hits such as 'Gridiron Fight' (Tehkan USA) and 'Commando' (Data East USA, Inc.).

The top two prizes — won respectively by Donn Nauert, 20, of Austin, TX, and Bo Rice, 15, of College Station, TX — were donated by local businessmen seeking to make this contest a successful model for other Red Cross chapters to consider for their areas. In addition to a cash prize, top winner, Nauert, was awarded the full-sized arcade video game of his choice by **Bally Midway Distributing**, a leader in the coin-operated amusement industry.

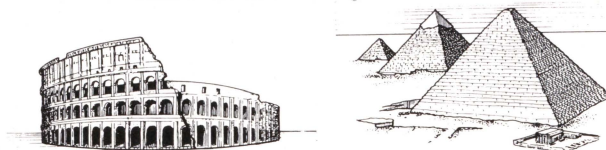
The contest rules and awards ceremony were conducted jointly by the American Red Cross and the Twin Galaxies International Scoreboard. **Walter Day**, team captain of the U.S. National Video Game Team, traveled from team headquarters in Iowa to oversee contest administration and to proclaim the winners as new members of the National Team.

The highlight of the competition for the thousands of spectators was the unveiling of two new advanced video games: 'Gridiron Fight' (Tehkan USA) and 'Commando' (Data East USA, Inc.).

Tehkan USA flew in two copies of 'Gridiron Fight' from Japan to benefit the American Red Cross Fund Raiser. The winners of the competition are included in a special 'squad' of players who may be invited to the White House to deliver a proclamation to President Ronald Reagan.

step-up

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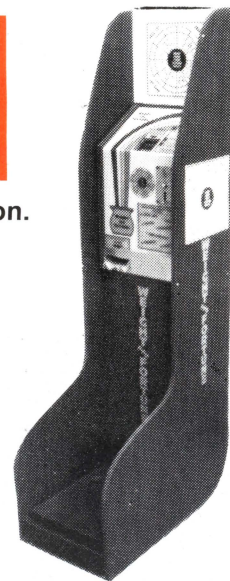
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Three Key Ingredients That Make It A Winner.

- 1) Revenues from Vending
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Four Reasons Why Every Vending Operator Should Own One.

- 1) Low Initial Cost
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(416) 673-0054 Toronto, Canada



Canadian Players

Win In Valley's

International 8 Ball Team Championship

...Biggest Tourney In America With \$25,000 Prizes

The two winning teams came from the Windsor Eight Ball League and are sponsored by Town and Country Amusements...all arranged by owner Charlie Kobryn. Charlie has built a very dynamic and profitable coin operated pool table route which entails many many hours — "But I love it," says Charlie, "...the people are great, and our business is very successful!"

On June 4th, 51 people from Windsor departed from Detroit Metro to compete in the **Valley International 8-Ball Team Championships in Las Vegas, Nevada.**

This Tourney is the biggest team open in North America with total prize money of \$25,000.00, bringing together the top teams from our 20,000 plus membership from 27 states and 2 provinces in Canada.

"Competition started on June 6th, putting our 5 mens teams together from Windsor with 187 other mens teams in 24 - 8 team brackets, and our 3 ladies teams together with 93 other ladies teams in 12 - 8 team brackets in the double elimination tournament," said Charlie Cobryn.

Kozak's Tavern in Windsor, Ontario are winners: Ron Wiseman, Lynda Hamel (League secretary), Chris Murray,

Charlie Kobryn (Town and Country Amusements), Pat White, Dennis Favero, and captain Tony Liburdi.



"After two long days of intense competition from 10:00 a.m. in the morning until 12:00 midnight, **Kozaks Tavern and Charly's Tavern #1** emerged from their brackets victorious."

"Baby Tavern with players Jack Soulliere, Tim Turpin, Ron Rowan, Hugh Morrison and Robert Liburdi were runners-up in their bracket as were **Charly's Tavern #2** with players Bob and Brian Arquette, Ernie Deschamps, Tim Idzior and Gary Ross. Each team picked up a cheque for \$50.00."

"In the ladies division, **Charly's Tavern** with players Pat Laporte, Paulette Smith, Rhonda Morneau, Robin Crumb and Jackie Havinga, after loosing their first match came through the losers side of the bracket defeating 4 teams, only to loose against former champions Pub #1 from Rochester, Minnesota. They did pick up a \$50.00 cheque for their effort."

"The last day of the Tournament finally put together the 2 Windsor teams **Kozaks Tavern and Charly's Tavern #1** as the only undefeated teams in the Tourney. Charly's jumped out to an early lead, but Kozaks came through in the middle round to run 5 out of 6 tables and defeat Charly's

to put themselves on the winning side of the championship bracket."

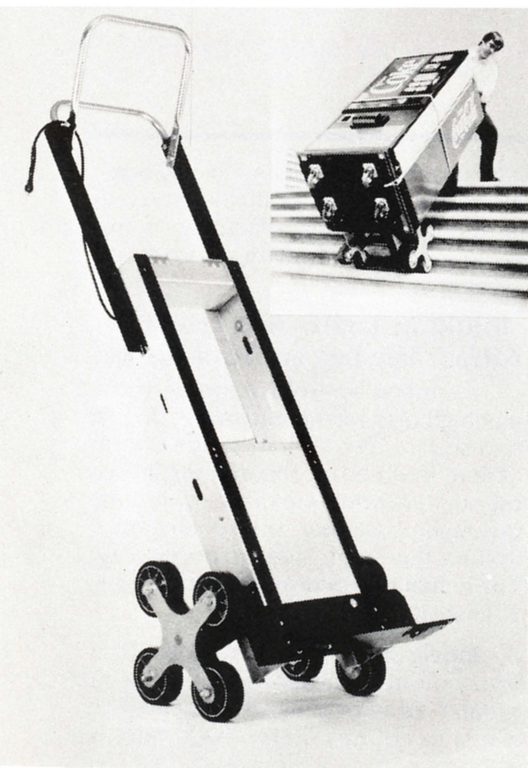
"**Charly's #1** moving to the losers side of the bracket failed to defeat Loose Ends from St. Paul, Minnesota, ending up third and receiving a cheque for \$1,600.00. Members of Charly's #1 were Andy and Dave Robinet, Dave Boissoneault, Burt Scott and Charlie Kobryn."

The stage was set for the finals between Loose Ends and **Kozaks** with 500 people in attendance. A pool table was drawn for the door prize before the match and was won by **Ernie Deschamps of Charly's Tavern #2**.

The match started with Kozaks jumping out to an early lead. Loose Ends fought back but to no avail as Ron Wiseman ran out the final game. Kozaks pocketed \$3,500.00 and trophies for their triumph. Joining Wiseman on the team was Captain, Tony Liburdi, Pat White, Chris Murray and Dennis Favero.

At the award ceremonies Pat White was also awarded the highest achievement by an individual player, a 30-Zip plaque for defeating a player 30 points to 0 points. There has been only 9 plaques handed out in our association in four years.

...More Than A Stairclimber, More Than A Handtruck



The **POW'RSTAR®**, a revolutionary new solution to many of your material handling problems, has been Introduced by MSI, 708 W. Mill St. Suite "S" of San Bernardino, CA, 92410; and is now available to the Material Handling Market. The POW'RSTAR features state-of-the-art mobility, combining a new technique of stair climb-

ing with the best traditional values of a handtruck.

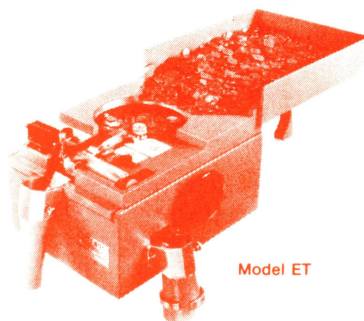
In making the introduction, MSI President, Todd Eric Dalton, said "The POW'RSTAR is more than a stairclimber or a handtruck. It is a totally new philosophy in material handling. The idea behind the **POW'RSTAR** is to make it possible for one man to move heavy objects quickly, safely and with a minimum of effort, not only when moving on stairs, but when moving under a variety of conditions."

The **POW'RSTAR**, which is rated at 1000 pounds capacity, will help you to pull a load back to a balance and will hold it there. You can then leave your load standing at a balance, or roll it easily on four wheels. The POW'RSTAR can also adjust the load balance when you encounter an incline, move your load on or off a truck without a lift gate, climb over curbs, walk through snow, grass, gravel, pot holes, over threshold rises and even through thick carpet. You can also turn tighter corners and negotiate tighter landings. Most importantly, you will enjoy how easily the POW'RSTAR climbs stairs.

This practical, innovative stairclimber is powered by a spill proof gel-cell battery and actuated by a hand held directional control switch. In addition to the standard load carrying toepate, the POW'RSTAR can be fitted with a removable lift attachment which adds even greater versatility.

For more information contact: MSI, Material handling Equipment Division 708 W. Mill St., Suite "S", San Bernardino, CA 92410, (714) 381-5416.

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New Driving Game With 3 Different Race Tracks From Sega

Sega Enterprises, Inc. (U.S.A.) is proud to announce "Gentlemen Start Your Engines" for Sega's new driving game **G.P. World**.

This unique two monitor lazer driving game gives the player a realistic feeling of competing for the World Championship in Grand Prix racing.

There are three different race tracks to choose from in **G.P. World**. They are the East track, the West track, and the Japan, each different in configuration to test the player's driving skills.

The player must run a qualifying lap before he goes on to the actual race. To qualify, the driver must finish in a certain allotted amount of time.

The game's uniqueness and strong earning power will make it a long term success in the arcade locations.



Atari Blows Out Inventory ...Memetron To Distribute!

Memetron Inc., of Elk Grove Village announced it has been appointed to distribute the **excess Atari inventory** purchased by Joyland Amusements of England. "This is a once in a life time opportunity", commented MEMETRON spokesman **Joe Kaminkow**.

"This is a chance for American operators to get some excellent new game values at unheard of prices while we still have them in stock", Kaminkow further stated.

Products involved in the close out include TX-1, STAR WARS, FIREFOX, FOOD FIGHT, RETURN OF THE JEDI, and CRYSTAL CASTLE KITS.

MEMETRON intends to distribute these products through their exclusive distributor network. Operators will be shocked at the incredible ROI value that these games offer at such low prices!

For more information on these spectacular summer closeouts visit your local MEMETRON Distributor or contact MEMETRON for the Distributor nearest you at 312-595-2828.

New Sticker Dispenser By Movie Hut

Movie Hut has added a second and third toy sticker dispenser to its previous sole offering of the '**Vend-a-Sticker**' unit. All dispense small colorful stickers in the likes of bears, hearts, rainbows and balloons. What's nice about the newer offerings is that their colors and shapes are more eye-

catching than the plain "black box" model previously available and accordingly, the manufacturer is reporting enhanced revenues from test locations.

Blinking Lights Are Used To Attract The Eye To 'Tobi-Robot'

...a smiling android standing three feet high on its stand and taking up just two square feet of floor space. Available in four colors, the unit dispenses the stickers from one of two columns, giving the customer some choice from among the many stickers on display. The actual sticker dispensed, however, is always a surprise!

Movie Hut's 'Sticker Store' is a four-column dispenser offering a greater array of stickers. Shaped like a quaint country store, this model is painted canary yellow and covered with a red shingled roof.

The stickers are packaged in cardboard folders boxed for easy filling on the route. The coin boxes hold \$200 in quarters.

For more information contact Movie Hut at Box 95, State Highway 38 West, Elkland, MO 65644; 417/329-5414.



Alberta Shuffleboard Appointed Bally Midway & Sente Distributorship For Alberta

Norman Nelson of Alberta Shuffleboard in Edmonton, Alberta has added two more prominent lines to his burgeoning distributorship:

Bally Midway & Sente Systems

"After a slow down out here in the west, we are thankful for the very steady increase in business — and people are buying again in earnest," said Norm Nelson.

"We can't keep **Rock Ola's 490** - 200 selection phonograph in stock — a real resurgence in jukeboxes!"

"Many various bars and lounges can't afford to pay live groups weekly — so are filling the music need by the quality sound of a good jukebox."

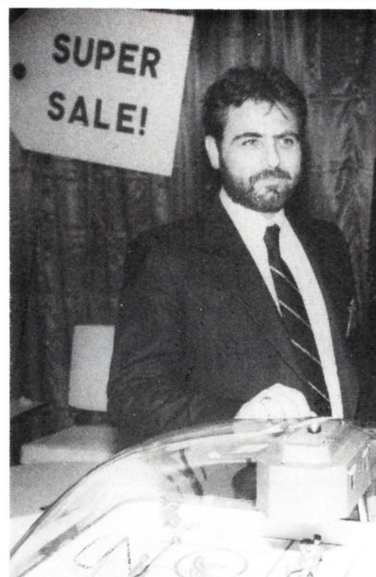
Alberta Shuffleboard offers a complete selection to the operator as they also are distributors for:

- Merit
- Taito
- I.C.E.
- Rock-Ola
- Sega
- Midway Bally
- Bally Sente New Sac I Cabinets

This company also carries spares and accessories and in its shops does the necessary electrical, electronics, and mechanical work on its own machines and those of its customers.

Alberta Shuffleboard As Well Has Over 400 Games On Location

Norm Nelson started in this business in 1971 and has expanded his business from 70 pieces to over 400 out in hotels, taverns, roller rinks, lounges & restaurants.



Norm Nelson of ALBERTA SHUFFLEBOARD, Edmonton, Alberta.

"With the resurgence in buying, I'm very optimistic about this business and industry! People will always want to be entertained — with more leisure time on their hands — we have a big market eager for activity and we must go after and grab it!"

New!

Alberta Shuffleboards Appointed Bally Midway & Bally Sente Distributor For Alberta!

Other Top Lines: Also Distributed:

- | | | |
|---------------------------|-------------------------|-------------------------|
| ● Data East | ● Merit | ● Taito |
| ● Chexx & Kixx | ● Rock-Ola Music | ● U.S. Billiards |
| ● Konami | ● Sega | |

Alberta Shuffleboards

**12516 - 126th Street, EDMONTON, Alberta.
Phone (403) 453-6641**

...Join & Support The Only Organization Fighting For Your Right To Carry On Your Business Amusement Association of Ontario

Isn't it time all Ontario Operators and Distributors joined the Amusement Association of Ontario Association and gave it the support it truly deserves?

The industry needs a strong single voice and legal knowledge to fight the growing restrictions politicians and councils at all levels are trying to put into law.

Every one of you is affected. Do your share. Carry a bit of the big load. Don't be a hitchhiker and freeloader. Join up!

Metropolitan Amusement Association

Unit #12 — 330 Gage Ave., — Kitchener, Ont. N2M 5C6

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- Joe Lau, Treasurer
(416) 752-3527
- Larry Smith, V.P.
(519) 439-2140
- Vince Leavey
Executive Committee
Chairman
(519) 439-2140
- Ihor Kit, Secretary
(416) 766-3336

Membership Application

I (We) hereby apply for membership in the Ontario Amusement Association.

(Company Name) _____

(Address) _____ (Telephone) _____

Classification: 1) Manufacturer
2) Distributor 3) Operator
4) Arcade 5) Location

Name(s) and Address(es) of Owners(s): 1) _____

Membership Fee of \$350.00
must accompany this application.

Membership Fee Enclosed

_____ Yes _____ No.

Membership Renewal \$250.00

Signed: _____

(Date) _____ (Company Name)
Per _____

Important!!! Read This!!!

ATTENTION: TORONTO OPERATORS
READ THIS
OR DIE!



THE NEW BYLAW passed by City Council is presently before the Ontario Municipal Board for approval. If it is approved, we will have to remove our games from restaurants, fast-food outlets, most bars, bowling alleys, supermarkets, convenience stores, colleges, and many other types of location not included in the short list of allowable uses. This, however, is unlikely to happen.

More likely, the O.M.B. will make recommendations and return the bylaw to the City for further consideration. The nature of their recommendations, to a large extent, depends on us.

So far, at the hearing, the Toronto Board of Education has spent several days and *lots* of

money stating their case: They would like machine locations to be 300 meters from *any* school and 150 meters from each other. On their map of Toronto, this would leave a few tiny pockets (perhaps a few city blocks) where *any* machines would be allowed.

Several operators, distributors and the M.A.A.C. have banded together to present our side of the story. We have an excellent lawyer and an expert city planner and will present our case when the hearing resumes in early May. The only problem is they wish to be paid in advance. We need your help.

For most of us, this is not a matter of choice. It's a matter of necessity. It is much harder to pay bills without locations! We must defend ourselves properly, if we are to survive. We must present our case to the O.M.B., and then, if necessary, present it to the Planning Committee and City Council. And we can only do it together.

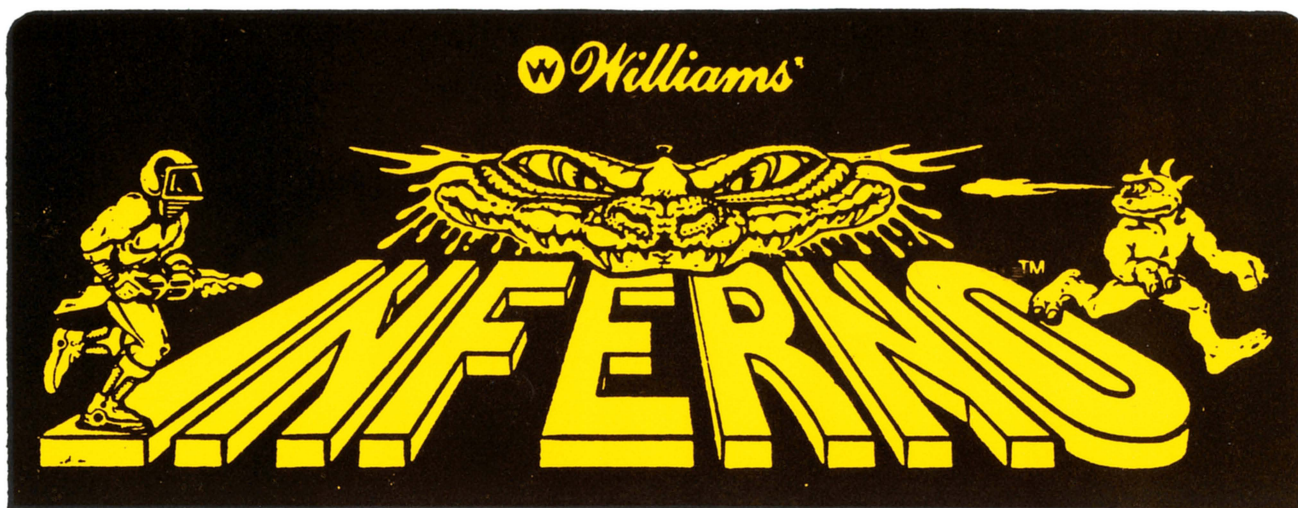
How much is it worth to you to protect your locations? Consider how the value and security of your business will be affected if, say, 5,000 displaced machines enter the market. And consider the "ripple" effect. Other municipalities are eagerly awaiting the outcome, for their own reference. *Japan has recently banned video games after 6:00 P.M.*

Think of your future.

THIS IS SERIOUS. PLEASE DO YOUR PART.

For more information call HARRY GORDON, 699-4063
or PETER JONES, 851-6779.

(TODAY!)



INFERNO, the latest in Williams' enticing line of video profit-makers offers video enthusiasts twice the fun and gives operators twice the profits.

Designed in-house by the wizards of Williams, **INFERNO** is not only priced-right for today's market, but plays like **JOUST** in that it offers two-player excitement and income. One person can play alone, but when two play together, the game becomes even more intriguing. Players can team up for extra high scoring and can utilize Williams buy-in option to experience the thrill of even higher waves.

Taking to the controls as a "**Born Hero**", and armed with a laser in a fight for survival against the evil worlds of the Grand Lizard, the player

"Inferno" By Williams...Another Thriller

maneuvers his way through a "hell-raising" maze enjoined in an all-out battle against creatures of the Netherworld.

Among the myriad creatures encountered is a **Cyclop**. Once the player shoots it, he can capture its blackened soul before it escapes into the Grand Lizard's mouth... with the captured soul, the player can brush the Nymph, frozen in stone, and give her live.

As the graceful Nymph flies over the maze, she tranquilizes all enemies for the hero. For an even more unusual experience, when the player follows a soul into the Grand Lizard's mouth, he enters the bonus **INFERNO** wave where flames consume the maze a piece at a time and souls with demon masks try to destroy him.

In some worlds an added challenge faces the player in the form of the deadly Tankov which can only be destroyed by a two-level attack. Destroy only the turret and the treads continue to run over the maze; destroy only the treads and it becomes immobile, but the turret continues to fire.

The psychological enemy to be overcome, is the Boom Bird... he's the ultimate baiter, hovering above, continuously dropping fire bombs which forces the player to move around into possibly dangerous paths of the maze.

For temporary relief from the strife when surrounded, by stepping onto a color-coded light transporter, the hero can eject himself to a like color on the opposite side of the maze into a less perilous section of the pattern.

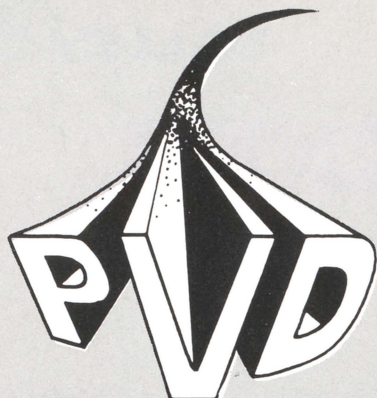
INFERNO has all the lively animation and action of a **Williams thriller**, and with dual player earnings; is sure to heat up profits in locations everywhere!

Memetron To Introduce King Kits™!

MEMETRON INC., of Elk Grove Village announced today that it has redefined the "kit". **MEMETRON'S** new kit line named the **KING KIT™** is scheduled to be introduced with **MEMETRON'S** new game **ATOMIC BOY™** in July. "This promises to be one of the most innovative kit packages in the industry today", announced **Joe Kaminkow** Director of Sales and Licensing.

"After numerous suggestions from operators and distributors we redesigned and renamed our kit line the **KING KIT™**", Kaminkow went on to say. "From your first look you will know that this kit is something special". **MEMETRON** intends to become one of the major companies in the kit market offering first class games in the kit format at reasonable prices.

For more information on the new line of **KING KIT'S™** visit your local **MEMETRON** Distributor or contact **MEMETRON** for the Distributor nearest you at 312-595-2828.



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Plus these other operator-desired features:

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3. One-piece, exclusive polyethylene ball return system — warp and wear resistant; no ball hang-ups
4. Double reinforced fiberglass legs with individual levelers — assures absolute rigidity even under heavy play and abuse
5. Genuine imported slate — one-piece, precision-ground within 10/1000 of an inch for smoothness and true ball roll
6. End-to-end slate support system — twin heavy duty aluminum cross beams lock-in levelness, durability
7. Triple-reinforced ball return box and triangle holder to curb break-ins and vandalism
8. Distinctive heavy-gauge; zinc die cast corners to maintain "squareness" — chrome-plated and highlighted by the famous Cougar symbol
9. Playfield and contour rubber cushions covered with quality, nylon-wool blend genuine billiard cloth, backed for long wear, smooth ball action
10. Hand holes on bottom for easier moving

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